THE INFLUENCE OF EMOTIONAL ATTACHMENT AND PRICE PERCEPTION ON REPURCHASE INTENTION THROUGH FAN SATISFACTION (A Study on PLAVE Virtual Idol Concert and Merchandise Consumers in Indonesia)

THESIS

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MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITY OF TANJUNGPURA
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Thesis as a Requirement for a Bachelor of Management at Tanjungpura University Faculty of Economy and Business

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I declare that this undergraduate thesis is entirely my own work, and that all sources, whether quoted or referred to, have been properly acknowledged.

Pontianak, 29 Juni 2026



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LEMBAR YURIDIS

INFLUENCE OF EMOTIONAL ATTACHMENT AND PRICE PERCEPTION ON REPURCHASE INTENTION THROUGH FAN SATISFACTION (A Study on PLAVE Virtual Idol Concert and Merchandise Consumers in Indonesia)

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PENGARUH KETERIKATAN EMOSIONAL DAN PERSEPSI HARGA TERHADAP NIAT PEMBELIAN ULANG MELALUI KEPUASAN PENGGEMAR (Studi pada Konsumen Konser dan Merchandise Virtual Idol PLAVE di Indonesia)

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Emotional Attachment dan Price Perception terhadap Repurchase Intention dengan Fan Satisfaction sebagai variabel mediasi pada penggemar PLAVE di Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan metode explanatory research. Data dikumpulkan melalui penyebaran kuesioner online kepada 236 responden yang merupakan penggemar PLAVE di Indonesia dan pernah membeli merchandise atau tiket konser PLAVE. Teknik analisis data yang digunakan adalah Partial Least Squares-Structural Equation Modeling (PLS-SEM) dengan bantuan software SmartPLS 4.0.

Hasil penelitian menunjukkan bahwa Emotional Attachment dan Price Perception berpengaruh positif dan signifikan terhadap Fan Satisfaction dan Repurchase Intention. Selain itu, Fan Satisfaction juga berpengaruh positif dan signifikan terhadap Repurchase Intention. Penelitian ini membuktikan bahwa Fan Satisfaction mampu memediasi pengaruh Emotional Attachment dan Price Perception terhadap Repurchase Intention secara signifikan. Temuan ini menunjukkan bahwa keterikatan emosional, persepsi harga yang positif, dan kepuasan penggemar merupakan faktor penting dalam meningkatkan niat pembelian ulang merchandise dan tiket konser PLAVE.

Kata Kunci: Emotional Attachment, Price Perception, Fan Satisfaction, Repurchase Intention, PLAVE.

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Abstract

This study aims to analyze the influence of Emotional Attachment and Price Perception on Repurchase Intention, with Fan Satisfaction as a mediating variable among PLAVE fans in Indonesia. This study used a quantitative approach with explanatory research methods. Data were collected through an online questionnaire distributed to 236 respondents who were PLAVE fans in Indonesia and had purchased PLAVE merchandise or concert tickets. The data analysis technique used was Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4.0 software.

The results showed that Emotional Attachment and Price Perception had a positive and significant effect on Fan Satisfaction and Repurchase Intention. Furthermore, Fan Satisfaction also had a positive and significant effect on Repurchase Intention. This study proves that Fan Satisfaction can significantly mediate the influence of Emotional Attachment and Price Perception on Repurchase Intention. These findings indicate that emotional attachment, positive price perception, and fan satisfaction are important factors in increasing repurchase intention for PLAVE merchandise and concert tickets.

Keywords: Emotional Attachment, Price Perception, Fan Satisfaction, Repurchase Intention, PLAVE

PENGARUH KETERIKATAN EMOSIONAL DAN PERSEPSI HARGA TERHADAP NIAT PEMBELIAN ULANG MELALUI KEPUASAN PENGGEMAR (Studi pada Konsumen Konser dan Merchandise Virtual Idol PLAVE di Indonesia)

RINGKASAN

A. Latar Belakang dan Tujuan Penelitian

Perkembangan teknologi digital telah membawa perubahan besar dalam industri hiburan, salah satunya melalui kemunculan virtual idol yang menggabungkan teknologi motion capture, kecerdasan buatan (AI), dan avatar digital untuk menciptakan pengalaman hiburan yang inovatif. Kehadiran virtual idol mengubah cara penggemar berinteraksi dengan idolanya, di mana hubungan yang sebelumnya dibangun melalui kehadiran fisik kini dapat terbentuk melalui pengalaman virtual dan interaksi digital. Fenomena ini menunjukkan bahwa ikatan emosional antara penggemar dan idola tidak lagi bergantung pada kontak langsung, melainkan dapat dibangun melalui media digital dan identitas virtual.

Salah satu virtual idol yang berhasil menarik perhatian global adalah grup K-pop virtual PLAVE. Sejak debut pada tahun 2023, PLAVE berhasil mencapai berbagai pencapaian komersial, seperti penjualan album yang tinggi, jumlah pelanggan YouTube yang melampaui kompetitor virtual lainnya, serta tingginya antusiasme penggemar terhadap merchandise dan konser virtual. Di Indonesia sendiri, tingginya konsumsi budaya K-pop menunjukkan potensi pasar yang besar bagi virtual idol seperti PLAVE, terutama dalam mendorong perilaku pembelian merchandise dan konser di kalangan penggemar.

Dalam konteks fandom virtual, emotional attachment dan price perception menjadi faktor penting yang dapat memengaruhi perilaku konsumsi penggemar. Emotional attachment mencerminkan kedekatan emosional penggemar dengan idola, sedangkan price perception menggambarkan penilaian penggemar terhadap kewajaran harga

merchandise dan tiket konser yang ditawarkan. Kedua faktor tersebut diyakini dapat meningkatkan fan satisfaction yang kemudian mendorong repurchase intention terhadap merchandise dan konser virtual idol.

Namun demikian, penelitian yang membahas pengaruh emotional attachment dan price perception terhadap repurchase intention melalui fan satisfaction masih relatif terbatas, khususnya dalam konteks virtual idol K-pop seperti PLAVE. Sebagian besar penelitian sebelumnya lebih banyak berfokus pada idola manusia atau merek konvensional sehingga belum sepenuhnya menggambarkan perilaku konsumen dalam ekosistem fandom virtual. Oleh karena itu, penelitian ini dilakukan untuk menganalisis pengaruh emotional attachment dan price perception terhadap repurchase intention melalui fan satisfaction pada penggemar PLAVE di Indonesia.

B. Pertanyaan Penelitian

1. Apakah ada pengaruh keterikatan emosional terhadap kepuasan penggemar di antara penggemar PLAVE sebagai idola virtual K-pop?
2. Apakah ada pengaruh persepsi harga terhadap kepuasan penggemar di antara penggemar PLAVE?
3. Apakah ada pengaruh kepuasan penggemar terhadap niat pembelian ulang merchandise dan konser PLAVE?
4. Apakah ada pengaruh keterikatan emosional terhadap niat pembelian ulang merchandise dan konser PLAVE?
5. Apakah ada pengaruh persepsi harga terhadap niat pembelian ulang merchandise dan konser PLAVE?
6. Apakah kepuasan penggemar memediasi pengaruh keterikatan emosional terhadap niat pembelian ulang merchandise dan konser PLAVE?
7. Apakah kepuasan penggemar memediasi pengaruh persepsi harga terhadap niat pembelian ulang merchandise dan konser PLAVE?

C. Tujuan Penelitian

1. Untuk mengukur dan menganalisis pengaruh keterikatan emosional terhadap kepuasan penggemar di kalangan penggemar PLAVE.
2. Untuk mengukur dan menganalisis pengaruh persepsi harga terhadap kepuasan penggemar di kalangan penggemar PLAVE.

3. Untuk mengukur dan menganalisis pengaruh kepuasan penggemar terhadap niat pembelian ulang merchandise dan konser PLAVE.
4. Untuk mengukur dan menganalisis pengaruh keterikatan emosional terhadap niat pembelian ulang merchandise dan konser PLAVE.
5. Untuk mengukur dan menganalisis pengaruh persepsi harga terhadap niat pembelian ulang merchandise dan konser PLAVE.
6. Untuk mengukur dan menganalisis peran mediasi kepuasan penggemar dalam hubungan antara keterikatan emosional dan niat pembelian ulang merchandise dan konser PLAVE.
7. Untuk mengukur dan menganalisis peran mediasi kepuasan penggemar dalam hubungan antara persepsi harga dan niat pembelian ulang merchandise dan konser PLAVE.

D. Metode Penelitian

Penelitian ini menggunakan pendekatan kuantitatif dengan desain penelitian eksploratif. Penelitian ini melibatkan 236 responden yang merupakan penggemar PLAVE di Indonesia dan telah membeli merchandise PLAVE dan/atau menghadiri konser PLAVE. Teknik pengambilan sampel yang digunakan adalah pengambilan sampel non-probabilitas dengan metode pengambilan sampel purposif. Data dikumpulkan melalui kuesioner online menggunakan skala Likert lima poin. Data dianalisis menggunakan metode Partial Least Squares–Structural Equation Modeling (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 4.0.

E. Hasil dan Pembahasan

1. Pada penelitian ini, pengaruh antara Emotional Attachment (EA) terhadap Fan Satisfaction (FS) memperoleh nilai T-Statistics sebesar 8.078 > 1.96 dan p-value sebesar 0.000 < 0.05. Hasil tersebut menunjukkan bahwa Emotional Attachment berpengaruh positif dan signifikan terhadap Fan Satisfaction. Dengan demikian, hipotesis 1 diterima. Hasil ini menunjukkan bahwa semakin kuat ikatan emosional penggemar terhadap PLAVE, maka semakin tinggi pula tingkat kepuasan mereka dalam mendukung PLAVE melalui pembelian merchandise dan tiket konser.

2. Pada penelitian ini, pengaruh antara Price Perception (PP) terhadap Fan Satisfaction (FS) memperoleh nilai T-Statistics sebesar 7.903 > 1.96 dan p-value sebesar 0.000 < 0.05. Hasil tersebut menunjukkan bahwa Price Perception berpengaruh positif dan signifikan terhadap Fan Satisfaction. Dengan demikian, hipotesis 2 diterima. Hasil ini menunjukkan bahwa semakin baik persepsi penggemar terhadap harga merchandise dan tiket konser PLAVE, maka semakin tinggi pula tingkat kepuasan yang dirasakan setelah melakukan pembelian.
3. Pada penelitian ini, pengaruh antara Fan Satisfaction (FS) terhadap Repurchase Intention (RI) memperoleh nilai T-Statistics sebesar 5.824 > 1.96 dan p-value sebesar 0.000 < 0.05. Hasil tersebut menunjukkan bahwa Fan Satisfaction berpengaruh positif dan signifikan terhadap Repurchase Intention. Dengan demikian, hipotesis 3 diterima. Hasil ini menunjukkan bahwa semakin tinggi kepuasan penggemar dalam mendukung PLAVE, baik melalui pembelian merchandise maupun pengalaman konser, maka semakin kuat pula niat mereka untuk kembali membeli merchandise dan tiket konser PLAVE di masa mendatang.
4. Pada penelitian ini, pengaruh antara Emotional Attachment (EA) terhadap Repurchase Intention (RI) memperoleh nilai T-Statistics sebesar 4.715 > 1.96 dan p-value sebesar 0.000 < 0.05. Hasil tersebut menunjukkan bahwa Emotional Attachment berpengaruh positif dan signifikan terhadap Repurchase Intention. Dengan demikian, hipotesis 4 diterima. Hasil ini menunjukkan bahwa semakin kuat keterikatan emosional penggemar terhadap PLAVE, maka semakin besar pula niat mereka untuk kembali membeli merchandise dan tiket konser PLAVE sebagai bentuk dukungan berkelanjutan kepada idol yang mereka sukai.
5. Pada penelitian ini, pengaruh antara Price Perception (PP) terhadap Repurchase Intention (RI) memperoleh nilai T-Statistics sebesar 2.261 > 1.96 dan p-value sebesar 0.012 < 0.05. Hasil tersebut menunjukkan bahwa Price Perception berpengaruh positif dan signifikan terhadap Repurchase Intention. Dengan demikian, hipotesis 5 diterima. Hasil ini menunjukkan bahwa ketika penggemar menilai harga merchandise dan

tiket konser PLAVE sebagai harga yang wajar, layak, dan sesuai dengan manfaat yang diterima, maka keinginan untuk melakukan pembelian ulang juga akan meningkat.

6. Pada penelitian ini, pengaruh antara Emotional Attachment (EA) terhadap Repurchase Intention (RI) yang dimediasi oleh Fan Satisfaction (FS) memperoleh nilai T-Statistics sebesar 4.250 > 1.96 dan p-value sebesar 0.000 < 0.05. Hasil tersebut menunjukkan bahwa Fan Satisfaction mampu memediasi pengaruh Emotional Attachment terhadap Repurchase Intention secara signifikan. Dengan demikian, hipotesis 6 diterima. Hasil ini menunjukkan bahwa keterikatan emosional penggemar terhadap PLAVE tidak hanya secara langsung meningkatkan niat pembelian ulang, tetapi juga secara tidak langsung melalui meningkatnya kepuasan penggemar.
7. Pada penelitian ini, pengaruh antara Price Perception (PP) terhadap Repurchase Intention (RI) yang dimediasi oleh Fan Satisfaction (FS) memperoleh nilai T-Statistics sebesar 4.747 > 1.96 dan p-value sebesar 0.000 < 0.05. Hasil tersebut menunjukkan bahwa Fan Satisfaction mampu memediasi pengaruh Price Perception terhadap Repurchase Intention secara signifikan. Dengan demikian, hipotesis 7 diterima. Hasil ini menunjukkan bahwa persepsi harga yang positif terhadap merchandise dan tiket konser PLAVE dapat meningkatkan niat pembelian ulang, baik secara langsung maupun secara tidak langsung melalui meningkatnya kepuasan penggemar.

F. Kesimpulan dan Rekomendasi

Kesimpulan

1. Keterikatan Emosional dikategorikan sangat tinggi, dengan skor rata-rata keseluruhan 4,29. Ini menunjukkan bahwa responden memiliki ikatan emosional yang kuat dengan PLAVE sebagai idola virtual. Hasil pengujian hipotesis juga menunjukkan bahwa Keterikatan Emosional memiliki pengaruh positif dan signifikan terhadap Kepuasan Penggemar, dengan nilai statistik T sebesar 8,078 dan nilai P sebesar 0,000. Oleh karena itu, semakin kuat ikatan emosional yang dirasakan penggemar terhadap PLAVE, semakin

tinggi tingkat kepuasan mereka dalam mendukung PLAVE melalui pembelian merchandise dan konsumsi tiket konser.

2. Persepsi Harga dikategorikan tinggi, dengan skor rata-rata keseluruhan 3,89. Ini menunjukkan bahwa responden umumnya menganggap harga merchandise PLAVE dan tiket konser dapat diterima dan sesuai dengan nilai atau pengalaman yang diterima. Hasil pengujian hipotesis lebih lanjut menunjukkan bahwa Persepsi Harga memiliki pengaruh positif dan signifikan terhadap Kepuasan Penggemar, dengan nilai statistik T sebesar 7,903 dan nilai P sebesar 0,000. Ini berarti bahwa ketika konsumen menganggap harga tersebut adil dan sepadan dengan manfaat yang diperoleh, kepuasan mereka meningkat.

3. Kepuasan Penggemar dikategorikan sangat tinggi, dengan skor rata-rata keseluruhan 4,62. Ini menunjukkan bahwa responden merasa sangat puas ketika mendukung PLAVE, baik dalam hal merchandise maupun pengalaman konser. Hasil pengujian hipotesis juga mengungkapkan bahwa Kepuasan Penggemar memiliki pengaruh positif dan signifikan terhadap Niat Pembelian Ulang, dengan nilai statistik T sebesar 5,824 dan nilai P sebesar 0,000. Dengan demikian, kepuasan penggemar yang lebih tinggi mendorong niat yang lebih kuat untuk membeli ulang merchandise PLAVE dan tiket konser di masa mendatang.

4. Niat Pembelian Ulang dikategorikan sangat tinggi, dengan skor rata-rata keseluruhan 4,48. Ini menunjukkan bahwa responden memiliki niat yang kuat untuk terus membeli merchandise PLAVE dan tiket konser di masa mendatang.

5. Hasil pengujian hipotesis menunjukkan bahwa Keterikatan Emosional memiliki pengaruh positif dan signifikan terhadap Niat Pembelian Ulang, dengan nilai statistik T sebesar 4,715 dan nilai P sebesar 0,000. Ini berarti bahwa penggemar yang merasa terhubung secara emosional dengan PLAVE lebih cenderung untuk membeli ulang merchandise dan tiket konser sebagai bentuk dukungan berkelanjutan.

6. Hasil pengujian hipotesis juga menunjukkan bahwa Persepsi Harga memiliki pengaruh positif dan signifikan terhadap Niat Pembelian Ulang, dengan nilai statistik T sebesar 2,261 dan nilai P sebesar 0,012. Ini menunjukkan bahwa persepsi yang menguntungkan terhadap harga merchandise dan tiket konser PLAVE dapat mendorong konsumen untuk melakukan pembelian berulang. Ketika harga dianggap wajar dan sesuai dengan nilai yang diterima, penggemar cenderung memiliki niat pembelian ulang yang lebih kuat.

7. Kepuasan Penggemar memediasi hubungan antara Keterikatan Emosional dan Niat Pembelian Ulang. Hal ini ditunjukkan oleh hasil uji efek tidak langsung, di mana nilai statistik T adalah 4,250 dan nilai P adalah 0,000. Hasil ini menunjukkan bahwa Keterikatan Emosional memiliki pengaruh positif dan signifikan terhadap Niat Pembelian Kembali melalui Kepuasan Penggemar. Oleh karena itu, Keterikatan Emosional dapat meningkatkan Niat Pembelian Kembali baik secara langsung maupun tidak langsung dengan meningkatkan Kepuasan Penggemar, sehingga Kepuasan Penggemar bertindak sebagai variabel mediasi dalam hubungan ini.

8. Kepuasan Penggemar memediasi hubungan antara Persepsi Harga dan Niat Pembelian Kembali. Hal ini didukung oleh hasil uji efek tidak langsung, dengan nilai statistik T sebesar 4,747 dan nilai P sebesar 0,000. Temuan ini menunjukkan bahwa Persepsi Harga memiliki pengaruh positif dan signifikan terhadap Niat Pembelian Kembali melalui Kepuasan Penggemar. Dengan demikian, Persepsi Harga tidak hanya secara langsung memengaruhi Niat Pembelian Kembali, tetapi juga secara tidak langsung memperkuatnya melalui peningkatan Kepuasan Penggemar.

Rekomendasi

1. Variabel Keterlibatan Emosional secara keseluruhan memiliki skor rata-rata yang jauh lebih tinggi, menunjukkan bahwa penggemar lebih puas dengan PLAVE. Namun, mempertahankan dan memperkuat hubungan ini sangat penting, terutama dalam konteks pengalaman konser dan penjualan merchandise. Oleh karena itu,

manajemen harus mempertimbangkan konser imersif, pertunjukan interaktif, dan merchandise eksklusif untuk meningkatkan keterlibatan dan identitas audiens. Interaksi penggemar yang dipersonalisasi, seperti pertemuan penggemar, konten di balik layar, dan merchandise edisi terbatas, dapat menumbuhkan keterlibatan emosional dan mendorong keterlibatan jangka panjang.

2. Variabel Harga yang Dirasakan secara keseluruhan tinggi, menunjukkan bahwa artis berharap membayar lebih sedikit untuk tiket konser, meskipun mereka masih lebih cenderung membelinya. Dalam konser dan bisnis, menjaga keseimbangan antara harga dan nilai yang dirasakan sangat penting. Manajemen harus mempertimbangkan mengalokasikan pendapatan untuk memenuhi kebutuhan segmen pelanggan yang berbeda. Harga tiket harus selaras dengan kualitas pengalaman konser dan mencerminkan eksklusivitas dan daya tahan merchandise, memastikan keterjangkauan dan keadilan.
3. Variabel Kepuasan Penggemar secara keseluruhan ditemukan memiliki nilai rata-rata yang secara signifikan lebih tinggi, menunjukkan bahwa penggemar merasa lebih puas saat mendukung PLAVE. Di konser, kenikmatan dapat ditingkatkan dengan produksi panggung berkualitas tinggi, sistem suara, efek visual, dan organisasi acara secara keseluruhan. Sementara itu, kepuasan terhadap merchandise dapat ditingkatkan melalui kualitas produk, desain unik, dan pengalaman pengiriman. Manajemen juga harus mengumpulkan dan menanggapi umpan balik artis setelah konser dan penjualan produk untuk meningkatkan pengalaman konser dan presentasi merchandise.
4. Secara keseluruhan, variabel Niat Pembelian Ulang memiliki nilai signifikan tertinggi, menunjukkan bahwa penggemar memiliki niat yang kuat untuk membeli tiket konser dan merchandise PLAVE. Untuk mempertahankan kondisi ini, manajemen harus menerapkan strategi seperti menawarkan harga khusus, program keanggotaan

penggemar, hadiah loyalitas, dan insentif merchandise edisi terbatas. Menciptakan rasa urgensi dan eksklusivitas melalui penjualan tiket dan promosi merchandise dapat mendorong pembelian berulang dan memperkuat loyalitas penggemar.

5. Berdasarkan hasil analisis mediasi, dapat disimpulkan bahwa Kepuasan Penggemar, khususnya keterlibatan dengan konser dan merchandise, memainkan peran penting dalam memprediksi keterikatan emosional dan persepsi harga. Oleh karena itu, manajemen harus memastikan bahwa pengalaman konser dan kinerja penjualan merchandise secara konsisten memenuhi dan melampaui harapan penggemar. Menyediakan konser yang menggugah emosi dan merchandise bernilai tinggi dapat meningkatkan kepuasan, yang pada akhirnya mengarah pada loyalitas yang kuat dan perilaku pembelian yang konsisten.

THE INFLUENCE OF EMOTIONAL ATTACHMENT AND PRICE PERCEPTION ON REPURCHASE INTENTION THROUGH FAN SATISFACTION (A Study on PLAVE Virtual Idol Concert and Merchandise Consumers in Indonesia)

SUMMARY

A. Research Background and Objectives

The development of digital technology has brought about significant changes in the entertainment industry, one of which is the emergence of virtual idols, which combine motion capture technology, artificial intelligence (AI), and digital avatars to create innovative entertainment experiences. The presence of virtual idols is changing the way fans interact with their idols. Relationships previously built through physical presence can now be formed through virtual experiences and digital interactions. This phenomenon demonstrates that the emotional bond between fans and idols no longer relies on direct contact but can instead be built through digital media and virtual identities.

One such virtual idol that has captured global attention is the virtual K-pop group PLAVE. Since its debut in 2023, PLAVE has achieved various commercial successes, such as high album sales, a YouTube subscriber base that surpasses other virtual competitors, and high fan enthusiasm for merchandise and concerts. In Indonesia, the high consumption of K-pop culture demonstrates the significant market potential for virtual idols like PLAVE, particularly in driving merchandise and concert purchasing behavior among fans.

In the context of virtual fandom, emotional attachment and price perception are important factors that can influence fan consumption behavior. Emotional attachment reflects a fan's emotional closeness to their idol, while price perception reflects their assessment of the reasonableness of the merchandise and concert ticket prices offered. Both factors are believed to increase fan satisfaction, which in turn drives repurchase intention for virtual idol merchandise and concerts.

However, research examining the influence of emotional attachment and price perception on repurchase intention through fan satisfaction is still relatively limited, particularly in the context of virtual K-pop idols like PLAVE. Most previous studies have focused on human idols or conventional brands, thus not fully reflecting consumer behavior within the virtual fandom ecosystem. Therefore, this study was conducted to analyze the influence of emotional attachment and price perception on repurchase intention through fan satisfaction among PLAVE fans in Indonesia.

B. Research Questions

1. Is there an influence of emotional attachment on fan satisfaction among fans of PLAVE as a K-pop virtual idol?
2. Is there an influence of price perception on fan satisfaction among PLAVE fans?
3. Is there an influence of fan satisfaction on repurchase intention for PLAVE merchandise and concerts?
4. Is there an influence of emotional attachment on repurchase intention for PLAVE merchandise and concerts?
5. Is there an influence of price perception on repurchase intention for PLAVE merchandise and concerts?
6. Is fan satisfaction mediating the influence of emotional attachment on repurchase intention for PLAVE merchandise and concerts?
7. Is fan satisfaction mediating the influence of price perception on repurchase intention for PLAVE merchandise and concerts?

C. Research Objectives

1. To measure and analyze the influence of emotional attachment on fan satisfaction among PLAVE fans.
2. To measure and analyze the influence of price perception on fan satisfaction among PLAVE fans.
3. To measure and analyze the influence of fan satisfaction on repurchase intention toward PLAVE merchandise and concerts.

4. To measure and analyze the influence of emotional attachment on repurchase intention toward PLAVE merchandise and concerts.
5. To measure and analyze the influence of price perception on repurchase intention toward PLAVE merchandise and concerts.
6. To measure and analyze the mediating role of fan satisfaction in the relationship between emotional attachment and repurchase intention toward PLAVE merchandise and concerts.
7. To measure and analyze the mediating role of fan satisfaction in the relationship between price perception and repurchase intention toward PLAVE merchandise and concerts.

D. Research Method

This study employed a quantitative approach with an explanatory research design. The study involved 236 respondents who were PLAVE fans in Indonesia and had purchased PLAVE merchandise and/or attended a PLAVE concert. The sampling technique used was non-probability sampling with a purposive sampling method. Data were collected through an online questionnaire using a five-point Likert scale. The data were analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 4.0 software.

D. Results and Discussion

1. In this study, the effect of Emotional Attachment (EA) on Fan Satisfaction (FS) obtained a T-statistic of 8.078 > 1.96 and a p-value of 0.000 < 0.05. These results indicate that Emotional Attachment has a positive and significant effect on Fan Satisfaction. Therefore, Hypothesis 1 is accepted. These results indicate that the stronger a fan's emotional bond with PLAVE, the higher their level of satisfaction in supporting PLAVE through purchasing merchandise and concert tickets.
2. In this study, the effect of Price Perception (PP) on Fan Satisfaction (FS) obtained a T-statistic of 7.903 > 1.96 and a p-value of 0.000 <

0.05. These results indicate that Price Perception has a positive and significant effect on Fan Satisfaction. Therefore, Hypothesis 2 is accepted. These results indicate that the more positive fans' perceptions of the prices of PLAVE merchandise and concert tickets, the higher their level of satisfaction after making a purchase.

3. In this study, the effect of Fan Satisfaction (FS) on Repurchase Intention (RI) obtained a T-statistic of 5.824 > 1.96 and a p-value of 0.000 < 0.05. These results indicate that Fan Satisfaction has a positive and significant effect on Repurchase Intention. Therefore, Hypothesis 3 is accepted. These results indicate that the higher fans' satisfaction in supporting PLAVE, both through merchandise purchases and concert experiences, the stronger their intention to repurchase PLAVE merchandise and concert tickets in the future.
4. In this study, the effect of Emotional Attachment (EA) on Repurchase Intention (RI) obtained a T-statistic of 4.715 > 1.96 and a p-value of 0.000 < 0.05. These results indicate that Emotional Attachment has a positive and significant influence on Repurchase Intention. Therefore, Hypothesis 4 is accepted. These results indicate that the stronger a fan's emotional attachment to PLAVE, the greater their intention to repurchase PLAVE merchandise and concert tickets as a form of continued support for their favorite idol.
5. In this study, the effect of Price Perception (PP) on Repurchase Intention (RI) obtained a T-statistic of 2.261 > 1.96 and a p-value of 0.012 < 0.05. These results indicate that Price Perception has a positive and significant influence on Repurchase Intention. Therefore, Hypothesis 5 is accepted. These results indicate that when fans perceive the prices of PLAVE merchandise and concert tickets to be fair, appropriate, and commensurate with the benefits received, their intention to repurchase will also increase.
6. In this study, the effect of Emotional Attachment (EA) on Repurchase Intention (RI), mediated by Fan Satisfaction (FS), obtained a T-statistic of 4.250 > 1.96 and a p-value of 0.000 < 0.05.

These results indicate that Fan Satisfaction significantly mediates the effect of Emotional Attachment on Repurchase Intention. Therefore, Hypothesis 6 is accepted. These results indicate that fans' emotional attachment to PLAVE not only directly increases repurchase intention but also indirectly through increased fan satisfaction.

7. In this study, the effect of Price Perception (PP) on Repurchase Intention (RI), mediated by Fan Satisfaction (FS) obtained a T-statistic of 4.747 > 1.96 and a p-value of 0.000 < 0.05. These results indicate that Fan Satisfaction is able to significantly mediate the effect of Price Perception on Repurchase Intention. Thus, hypothesis 7 is accepted. These results indicate that positive price perceptions of PLAVE merchandise and concert tickets can increase repurchase intentions, both directly and indirectly through increased fan satisfaction.

E. Conclusions and Recommendations

Conclusions

1. Emotional Attachment is categorized as very high, with an overall mean score of 4.29. This indicates that respondents have a strong emotional bond with PLAVE as a virtual idol. The hypothesis testing results also show that Emotional Attachment has a positive and significant effect on Fan Satisfaction, with a T-statistics value of 8.078 and a P-value of 0.000. Therefore, the stronger the emotional bond fans feel toward PLAVE, the higher their level of satisfaction in supporting PLAVE through merchandise purchases and concert ticket consumption.
2. Price Perception is categorized as high, with an overall mean score of 3.89. This indicates that respondents generally perceive the price of PLAVE merchandise and concert tickets as acceptable and aligned with the value or experience received. The hypothesis testing results further show that Price Perception has a positive and significant effect on Fan Satisfaction, with a T-statistics value of 7.903 and a P-value of 0.000. This means that when consumers perceive the price as fair and worth the benefits obtained, their satisfaction increases.

3. Fan Satisfaction is categorized as very high, with an overall mean score of 4.62. This indicates that respondents feel highly satisfied when supporting PLAVE, both in terms of merchandise and concert experience. The hypothesis testing results also reveal that Fan Satisfaction has a positive and significant effect on Repurchase Intention, with a T-statistics value of of 5.824 and a P-value of 0.000 . Thus, higher fan satisfaction encourages stronger intention to repurchase PLAVE merchandise and concert tickets in the future.
4. Repurchase Intention is categorized as very high, with an overall mean score of 4.48. This shows that respondents have a strong intention to continue purchasing PLAVE merchandise and concert tickets in the future.
5. The hypothesis testing results indicate that Emotional Attachment has a positive and significant effect on Repurchase Intention, with a T-statistics value of 4.715 and a P-value of 0.000. This means that fans who feel emotionally connected to PLAVE are more likely to repurchase merchandise and concert tickets as a form of continued support.
6. The results of hypothesis testing also show that Price Perception has a positive and significant effect on Repurchase Intention, with a T-statistics value of 2.261 and a P-value of 0.012. This indicates that favorable perceptions of the price of PLAVE merchandise and concert tickets can encourage consumers to make repeat purchases. When the price is considered reasonable and aligned with the value received, fans tend to have stronger repurchase intentions.
7. Fan Satisfaction mediates the relationship between Emotional Attachment and Repurchase Intention. This is shown by the indirect effect test results, where the T-statistics value is 4.250 and the P-value is 0.000. These results indicate that Emotional Attachment has a positive and significant effect on Repurchase Intention through Fan Satisfaction. Therefore, Emotional Attachment can increase Repurchase Intention both directly and indirectly by increasing Fan Satisfaction, so Fan Satisfaction acts as a mediating variable in this relationship.

8. Fan Satisfaction mediates the relationship between Price Perception and Repurchase Intention. This is supported by the indirect effect test results, with a T-statistics value of 4.747 and a P-value of 0.000. These findings indicate that Price Perception has a positive and significant effect on Repurchase Intention through Fan Satisfaction. Thus, Price Perception not only directly affects Repurchase Intention, but also indirectly strengthens it through increased Fan Satisfaction.

Recommendations

1. The overall Emotional Engagement variable had a significantly higher mean score, indicating that fans were more satisfied with PLAVE. However, maintaining and strengthening this relationship is crucial, especially in the context of the concert experience and merchandise sales. Therefore, management should consider immersive concerts, interactive performances, and exclusive merchandise to enhance audience engagement and identity. Personalized fan interactions, such as fan meetings, behind-the-scenes content, and limited-edition merchandise, can foster emotional engagement and foster long-term engagement.
2. The Perceived Price variable was overall high, indicating that artists expect to pay less for concert tickets, although they are still more likely to purchase them. In concerts and businesses, maintaining a balance between price and perceived value is crucial. Management should consider allocating revenue to meet the needs of different customer segments. Ticket prices should align with the quality of the concert experience and reflect the exclusivity and durability of the merchandise, ensuring affordability and fairness.
3. The overall Fan Satisfaction variable was found to have a significantly higher mean, indicating that fans feel more satisfied when supporting PLAVE. At concerts, enjoyment can be enhanced by high-quality stage production, sound systems, visual effects, and overall event organization. Meanwhile, satisfaction with merchandise can be enhanced through product quality, unique designs, and the delivery

experience. Management should also collect and respond to artist feedback after concerts and product sales to improve the concert experience and merchandise presentation.

4. Overall, the Repurchase Intention variable had the highest significant value, indicating that fans have a strong intention to purchase PLAVE concert tickets and merchandise. To maintain this condition, management should implement strategies such as offering special prices, fan membership programs, loyalty rewards, and limited-edition merchandise incentives. Creating a sense of urgency and exclusivity through ticket sales and merchandise promotions can encourage repeat purchases and strengthen fan loyalty.
5. Based on the results of the mediation analysis, it can be concluded that Fan Satisfaction, specifically engagement with concerts and merchandise, plays a significant role in predicting emotional attachment and price perception. Therefore, management must ensure that the concert experience and merchandising performance consistently meet and exceed fan expectations. Providing emotionally engaging concerts and high-value merchandise can increase satisfaction, ultimately leading to strong loyalty and consistent purchasing behavior.

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CHAPTER I
INTRODUCTION

1.1 Background

In this era of globalization, where technologies and social media are rapidly developing, some new technologies have been introduced. For example, AI, motion capture, intelligent robots, and developments in virtual technology, one of which is virtual idols. This technology has also expanded people's imagination in interacting with idols, leading to the worship of non-real or 3D 2D characters, a phenomenon in the social field as well as in marketing practices. Virtual idols are growing rapidly, with new forms emerging one after another, such as VTubers, virtual bands, and Kpop idols, a form of media and entertainment method that exists in the era of media integration. Jannah & Rizal (2025)found that among the post 1990s generation, commonly known as Gen Z, 62.2% believe that virtual idols can influence their purchasing decisions. The trending marketing strategy of virtual idols has prompted major K-pop companies to compete in creating and introducing their own virtual idols, each with their own unique characteristics. Because virtual idols are less expensive and easier to control, they can add value and become an effective marketing tool.

Most virtual idol fans are either anime or game fans who are very familiar with 3D or 2D characters. This interest and emotional attachment makes these fans very loyal, and even willing to spend a lot of money on items related to their idols. With advances in technology, virtual idols are created using digital media technologies such as motion capture, visual reality, and synthetic images(Yin et al., 2024). This enables and supports the creation of virtual idols that are realistic in appearance and image manipulation, with AI technology providing natural movements and interactive communication (Yu et al., 2023a). The emergence of virtual idols, however, has a history spanning nearly four decades. In 1984, the first virtual idol, Lynn Minmay, was introduced in Japan in the anime series “Super Dimension Fortress Macross,” which was a crucial moment where a

virtual idol achieved significant success in the real world (Kong et al., 2021).

One of the examples is the virtual K-pop group PLAVE, which combines real-time motion capture technology and digital avatars with the concept of human K-pop idols. They attract attention from both Korean and international fans. In recent years, virtual idols have emerged as a new phenomenon in the K-pop entertainment industry. Their success shows that idol fan communities are changing the way they connect with artists, not only through physical idols but also through digital interactions, avatar identities, and more. PLAVE utilizes social media, live streaming, and strong visual elements to build emotional attachment with fans in the virtual world. Since their debut in March 2023, the five-member group PLAVE, consisting of Yejun, Noah, Bamby, Eunho, and Hamin, has successfully proven that virtual idols are not just a futuristic concept but can also compete in the real-world music market. Their mini-album, Caligo Pt. 1, released in early February 2025, sold over 1 million copies in its first week (Ibranda Diaputri, 2025), making PLAVE the first K-Pop virtual idol to achieve this milestone (Mirra Putri Salsabillah, 2025). In addition to their commercial success, PLAVE has also expanded its presence internationally through concerts. Recently, PLAVE successfully held an concert in Jakarta, Indonesia, marking an important milestone in the group's expansion into the Indonesian market. The concert was held at Beach City International Stadium, Ancol, with a capacity of approximately 15,000 spectators, providing Indonesian fans with a rare opportunity to experience PLAVE's performances through an immersive combination of music, digital technology, and a live concert atmosphere. This achievement demonstrates the growing popularity of PLAVE in Indonesia and highlights the strong engagement of Indonesian fans, not only through digital interactions but also through their willingness to attend events.



Figure 1. 1 PLAVE photo
Source: PLAVE: Grup K-Pop Virtual, (2024)

In addition to PLAVE, several other virtual idol groups have also begun to emerge and become PLAVE competitors in the digital entertainment industry. One example is MAVE:, created by Metaverse Entertainment in collaboration with Kakao Entertainment. MAVE: is known as one of the first virtual groups developed using artificial intelligence and advanced motion capture technology. The group successfully attracted global attention through its debut song, Pandora, in 2023, with its futuristic concept and message about digital identity. Furthermore, IITERNITI, developed by Pulse9, also pioneered the use of deepfake technology to create realistic faces for its members. Although both groups have their own unique characteristics, PLAVE stands out as the virtual group with the highest level of popularity and fan interaction across various digital platforms, including YouTube. To illustrate PLAVE's competitiveness compared to other virtual K-idol groups, here is a comparison of the latest YouTube subscriber data:

Tabel 1. 1
YouTube subscribers of K-Virtual Idol

No	NAME OF THE GORUP	SUBSCRIBER
1	PLAVE (PLAVE YouTube, 2025)	±1.1 juta subscriber
2	MAVE; (MAVE; YouTube, 2025)	± 250.000 subscriber.
3	ITTERNITI (ITERNITI Youtube, 2025)	± 164.000 subscribers.

Source: Data Processed by Researchers (2025), By YouTube 2025

Table 1.1 above reveals that PLAVE has a number of YouTube subscribers that far exceeds its competitors, making it the virtual idol with the most influence in the virtual K-pop realm today. PLAVE's dominance is not only evident in terms of the number of online fans, but also in their commercial achievements such as album sales. This success shows that fans of idols are now redefining how they connect with artists, not only physically, but also through digital interactions, avatar identities, and online communities. As a virtual idol, PLAVE strategically utilizes the YouTube platform to strengthen emotional bonds with fans. They regularly upload various content on YouTube, such as music videos, virtual live performances, variety shows, and even character avatar vlogs that showcase the personal side of each member. Through this content, PLAVE has successfully created the illusion of digital closeness, making fans feel as if they have a real relationship with their idols, even though the interaction is entirely virtual. This strategy strengthens the parasocial relationship between idols and fans, which is one of the important factors in building emotional attachment and brand loyalty among digital fandoms.

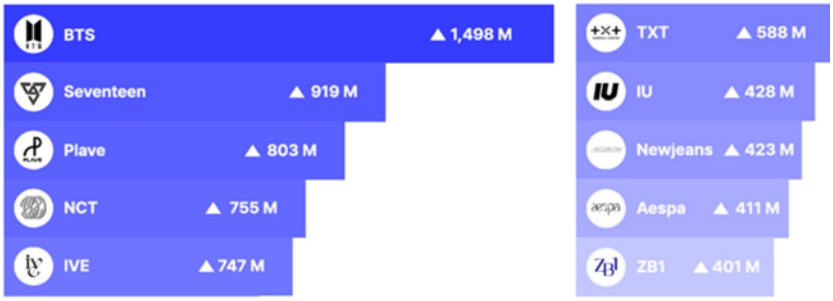


Figure 1. 2 Bunjang's Data
Source: PLAVE: Grup K-Pop Virtual, (2024)

According to Figure 1.2, PLAVE is also able to compete with conventional major groups (*Barang Dagangan K-Pop 2024: Tren & Barang Teratas, from Bunjang*, 2024), PLAVE is on the list of most searched artists alongside big names such as BTS, SEVENTEEN, NCT, IVE, and TXT, all of which are real human groups. The data shows the number or frequency of keywords entered by users when searching for K-Pop merchandise from specific artists on the online marketplace Bunjang throughout 2024. PLAVE's presence on the list shows that virtual idols are not only accepted by the audience but also capable of building a strong fan base and consumer behavior similar to conventional K-pop fandoms. This achievement shows that even though PLAVE is a group whose members are entirely virtual, the appeal and loyalty of its fans are on par with real-life K-pop groups. This phenomenon proves that the emotional bond between fans and idols no longer depends on physical presence but can be built through intense digital interaction, character personalization, and strong visuals. PLAVE fans, known as PLLI, demonstrate high enthusiasm in supporting their idols through merchandise purchases, album sales, and participation in concerts. This proves that PLAVE possesses competitiveness and fan loyalty on equal footing with real-life groups.

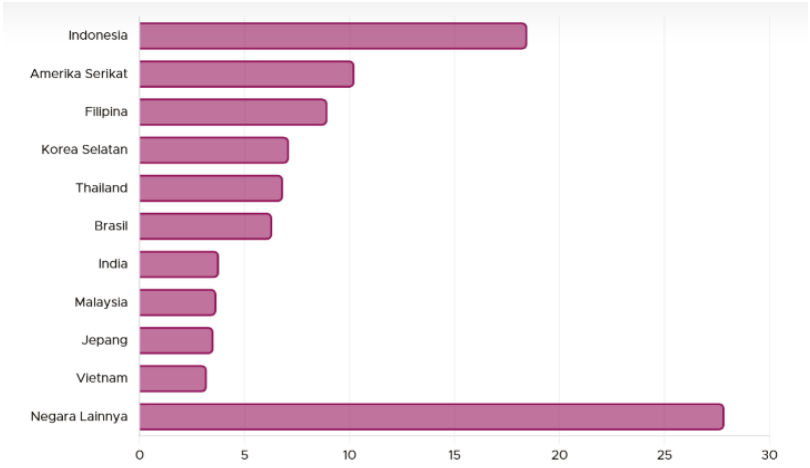


Figure 1. 3 Data Konsumen Terbesar Kpop di Dunia
Source: Bintang Ridzky Alfathi, (2025)

Based on Figure 1.3 which is obtained by (Bintang Ridzky Alfathi, 2025), Indonesia is recorded to have a 18.47% share of the global K-pop music market in 2024, making Indonesia one of the largest consumers of K-pop music in the world. This data shows that the base of fans is very large, which is one of the important pre-conditions for merchandise purchasing activities. It shows that in Indonesia, K-pop merchandise purchasing behavior has been consistently influenced by psychosocial factors such as community conformity, hedonistic shopping styles, and the intensity of social media use (Kurniadi et al., 2025). Furthermore, local media reports mention that the large K-pop culture market in Indonesia indicates that fans are willing to allocate a monthly budget for merchandise. For example, a report by Sindo mentions that K-pop fans can spend between Rp 100,000 and Rp 500,000 per month just to buy merchandise from their favorite artists (Koran Sindo, 2019). Thus, both from the perspective of individual behavior data and the potential of the national market, there is sufficient evidence to support that the phenomenon of K-pop merchandise purchases in Indonesia is a relevant and substantial topic for research. Recently, PLAVE also held a concert in Jakarta on October 18, 2025, as part of their Asia Tour "DASH: Quantum Leap." The concert, held at Beach City International Stadium, featured virtual performances by PLAVE members

using state-of-the-art CG technology and was a huge success, drawing tremendous enthusiasm from fans in Indonesia.

The phenomenon of emotional attachment is one of the most important factors in understanding the consumptive behavior of fans, especially in the context of purchasing virtual idol merchandise such as PLAVE. Emotional attachment can encourage customers to show support and loyalty (Harjanto et al., 2021). This means that emotional attachment often gives rise to the urge to express support and loyalty to idols, which is manifested through the purchase of various products such as photocard, clothing, lightsticks, albums, and exclusive digital merchandise. Previous studies have shown that emotional attachment to a brand, or in the context of idols, idols are the brand itself, can increase brand loyalty. In the context of virtual idols, this phenomenon becomes even more interesting because the emotional interaction between fans and idols is not built through physical contact, but through virtual experiences. This shows that emotional bonds do not always depend on physical presence, but can be formed through the perception of emotional and symbolic value provided by the idol. According to (Chen et al., 2022), the emotional attachment between fans and idols can trigger relatedness needs, which are the basis of a sense of belonging. Fulfilling these needs ultimately increases loyalty and the intention to purchase products related to the idol, as consumers want to feel closer and more emotionally and symbolically connected to their idols.

In addition to emotional attachment, price perception is an important factor in shaping fans' assessments and purchasing decisions regarding virtual idols. Price perception refers to consumers' subjective assessments of whether a product's price is considered reasonable, fair, and equivalent to the benefits received (Ambalao et al., 2025). In the context of virtual idol merchandise and concerts, price perception becomes increasingly relevant because fans assess prices not only based on functional value, but also based on the symbolic and emotional value attached to the idol. Positive price perception can increase perceived value, strengthen fans' acceptance of

merchandise and concert ticket prices, and ultimately increase satisfaction and Repurchase intentions.

Fan satisfaction plays a crucial role as a mediating variable in the relationship between emotional attachment and price perception on merchandise and concert ticket repurchase intentions. In the context of digital fandoms like PLAVE, fan satisfaction reflects the level of fan satisfaction with the consumption experience they receive, whether from purchasing merchandise or participating in concerts. When fans have a strong emotional attachment to PLAVE and perceive the price of merchandise and concert tickets as fair and commensurate with the symbolic, aesthetic, and emotional value they receive, their level of fan satisfaction increases. This satisfaction, in turn, encourages fans to consistently repurchase PLAVE merchandise and concerts.

Fan satisfaction at this level is reflected not only in decisions to purchase merchandise and concert tickets, but also in positive fan responses to the overall experience, such as willingness to recommend PLAVE, attend virtual events, and actively participate in online fandom activities. Fan satisfaction reflects a positive evaluation of the fulfillment of expectations and the emotional, symbolic, and social value received from idols. In this context, fan satisfaction acts as a mediating variable connecting emotional attachment and perceived value, where emotional closeness to PLAVE and positive assessments of the value of merchandise and concerts will increase fan satisfaction, which in turn encourages repeat purchase behavior.

This research is important because until now, studies examining the influence of emotional attachment and price perception on repurchase intention through fan satisfaction are still relatively limited, especially in the context of Korean virtual idols such as PLAVE. Most previous studies have focused more on human idols and conventional entertainment contexts, thus not fully representing the psychological dynamics of fans in virtual fandom. By understanding the relationship between emotional attachment, price perception, fan satisfaction, and repurchase intention towards merchandise and concerts, this research is expected to provide theoretical contributions to

the development of consumer behavior literature in the digital era, as well as practical contributions to the entertainment and marketing industries in designing more effective pricing strategies, fan experiences, and brand engagement.

If research on the influence of emotional attachment and price perception on repurchase intention through fan satisfaction in the context of virtual idols like PLAVE is not conducted, a significant gap will emerge in the development of digital marketing science and practice. Academically, there is still limited understanding of how fans' emotional attachment to non-human digital figures, as well as their assessment of the reasonableness of merchandise and concert ticket prices, can shape fan satisfaction and drive repeat purchase behavior. Yet, in the era of technology-based entertainment, fans are increasingly emotionally engaged with virtual idols and actively evaluate the value they receive for the price they pay.

Most previous research has focused on human idols and the context of the conventional entertainment industry, thus not fully representing the psychological dynamics of fans in virtual fandoms. Furthermore, many previous studies have examined the influence of price or consumer satisfaction on repurchase intention directly, without integrating emotional attachment as a psychological factor influencing fan satisfaction. Therefore, this research is crucial to explain how emotional attachment and price perception play a role in shaping fan satisfaction, which in turn drives repurchase intention for merchandise and concerts of virtual idols like PLAVE.

On the other hand, most previous research still focuses on physical products or general commercial brands such as fashion and cosmetics, rather than on the context of virtual idol merchandise and concerts that have symbolic value, fandom identity, and unique social meaning. Therefore, this research is important to expand academic and practical understanding of how emotional attachment and price perception shape fan satisfaction, which in turn drives fans repurchase intentions for products and experiences that represent virtual idols. The results of this study are expected to

contribute to the development of digital consumer behavior literature, as well as provide a strategic basis for the entertainment and marketing industries in designing effective pricing strategies, fan experiences, and brand reinforcement in the ever-evolving virtual fandom ecosystem.

1.2 Problem Formulation

1.2.1 Problem Statement

Based on the background discussion, the development of digital technology has led to the emergence of virtual idols, transforming the way fans interact and build relationships with them. One example is PLAVE, a South Korean virtual idol group that has successfully captured the attention and engagement of fans through immersive digital experiences and social media activity. This phenomenon demonstrates that the emotional attachment between fans and idols no longer relies on physical presence, but can instead be formed through symbolic attachment and virtual experiences.

In this context, emotional attachment and price perception are two important factors that can explain how fans evaluate their experiences with virtual idols like PLAVE. Emotional attachment reflects the fan's emotional closeness to the idol, while price perception reflects fans assessment of the fairness and appropriateness of the price of merchandise and concert tickets relative to the value they receive. Both factors are believed to play a role in shaping fan satisfaction, which is fan satisfaction with the overall consumption experience. Fan satisfaction, in turn, is a key factor driving repurchase intention for virtual idol merchandise and concerts.

However, academic research specifically examining the influence of emotional attachment and price perception on repurchase intention through fan satisfaction in the context of virtual idols is still very limited. Most previous research has focused on human idols or conventional brands, thus not fully describing the psychological dynamics and consumption behavior of fans within virtual fandoms.

Furthermore, data shows that PLAVE has over 1.1 million YouTube subscribers and high demand for merchandise and concerts, enabling it to compete with major K-pop groups like BTS and SEVENTEEN. However,

little research has examined how fans' emotional attachment and price perceptions shape fan satisfaction and drive repeat purchase behavior for virtual idol merchandise and concerts. Therefore, this study aims to analyze the influence of emotional attachment and price perception on repurchase intention through fan satisfaction among PLAVE merchandise and concert consumers in Indonesia.

1.2.2 Research Questions

Based on the description of the problem above, this study is formulated into the following research questions as the main focus:

1. Is there an influence of emotional attachment on fan satisfaction among fans of PLAVE as a K-pop virtual idol?
2. Is there an influence of price perception on fan satisfaction among PLAVE fans?
3. Is there an influence of fan satisfaction on repurchase intention for PLAVE merchandise and concerts?
4. Is there an influence of emotional attachment on repurchase intention for PLAVE merchandise and concerts?
5. Is there an influence of price perception on repurchase intention for PLAVE merchandise and concerts?
6. Is fan satisfaction mediating the influence of emotional attachment on repurchase intention for PLAVE merchandise and concerts?
7. Is fan satisfaction mediating the influence of price perception on repurchase intention for PLAVE merchandise and concerts?

1.3 Research Objectives

Based on the above problem formulation, the objectives of this study are as follows:

1. To measure and analyze the influence of emotional attachment on fan satisfaction among PLAVE fans.
2. To measure and analyze the influence of price perception on fan satisfaction among PLAVE fans.
3. To measure and analyze the influence of fan satisfaction on repurchase intention toward PLAVE merchandise and concerts.

4. To measure and analyze the influence of emotional attachment on repurchase intention toward PLAVE merchandise and concerts.
5. To measure and analyze the influence of price perception on repurchase intention toward PLAVE merchandise and concerts.
6. To measure and analyze the mediating role of fan satisfaction in the relationship between emotional attachment and repurchase intention toward PLAVE merchandise and concerts.
7. To measure and analyze the mediating role of fan satisfaction in the relationship between price perception and repurchase intention toward PLAVE merchandise and concerts.

1.4 Research Contributions

The following are the benefits of this research in relation to the objectives to be achieved:

1.4.1 Theoretical Contributions

This study aims to enhance knowledge and understanding of how emotional attachment and price perception influence repurchase intention through fan satisfaction in the context of virtual idol fandom. The findings of this study are expected to contribute to the enrichment of literature in the field of digital consumer behavior, particularly regarding how emotional bonds and price evaluations shape fan satisfaction and repeated purchasing behavior toward virtual idols. In addition, this research may serve as a foundation for future studies focusing on digital marketing strategies, fan experience management, and psychological dynamics within virtual fandom in the era of the technology-based entertainment industry.

1.4.2 Practical Contribution

This study is expected to provide useful insights for the entertainment and marketing industries, particularly for agencies or companies managing virtual idols such as PLAVE, in understanding fan behavior in the digital era. The findings can serve as a basis for designing more effective marketing strategies, including strengthening emotional attachment, optimizing price perception for merchandise and concerts, and enhancing fan satisfaction

through meaningful digital experiences. By focusing on these factors, companies can encourage repurchase intention and build sustainable long-term relationships with fans. In addition, this study may assist businesses in maximizing the economic potential of virtual fandom by adopting strategies centered on fan satisfaction and value-based pricing within immersive virtual idol ecosystems.

1.5 Contextual Overview

PLAVE is one of South Korea's virtual idol groups that has successfully attracted global attention, including in Indonesia, through the integration of advanced digital technology and traditional idol concepts. The group consists of five members Yejun, Noah, Bamby, Eunho, and Hamin who are represented as 3D avatars with realistic movements and expressions generated through real-time motion capture technology. Since their official debut in March 2023, PLAVE has achieved significant milestones, including selling over one million copies of their mini-album Caligo Pt. 1 within the first week of its release in February 2025, making them the first virtual K-pop idol group to reach this achievement.



Figure 1. 4 PLAVE Caligo PT 1 Album
Source: Ktown4u (2025)

In addition to digital activities, PLAVE has also succeeded in building real economic value through the sale of merchandise, such as photocard,

lightstick, physical albums, and limited-release exclusive digital items. According to Bunjang, (2024) K-Pop Merch Trend Report, PLAVE is included in the list of artists most sought after by fans in the K-pop merchandise market, alongside major groups such as BTS and SEVENTEEN. This popularity reflects high fan loyalty, even in the context of virtual idols, where emotional attachment and symbolic interaction have proven capable of driving consumptive behavior similar to that of real-life idol fandoms.



Figure 1. 5 PLAVE Asterium Merchandise
Source: Instagram (2025)

In Indonesia, enthusiasm for K-pop culture is remarkably high, making the country one of the largest markets for K-pop music, merchandise, and concerts globally. This phenomenon indicates that fans are not merely seeking entertainment, but also meaningful connections with their favorite idols. In the context of PLAVE, merchandise and concert experiences do not function solely as commercial products, but also as symbols of emotional closeness and expressions of fan support.

Recently, PLAVE successfully held their concert in Jakarta, marking an important milestone in their expansion as a virtual idol group in Indonesia. The concert became a special moment for Indonesian fans, as it provided a

rare opportunity to experience PLAVE's performances through an immersive combination of music, digital technology, and live concert atmosphere. The PLAVE concert in Jakarta was held at Beach City International Stadium, Ancol, which has a capacity of approximately 15,000 spectators, depending on the stage configuration and seating layout. With this capacity, the concert was one of the largest-scale virtual idol events in Indonesia, demonstrating the high level of fan enthusiasm for PLAVE. The number of seats available reflects the strong market potential and the high level of fan interest in attending a live virtual idol concert experience.

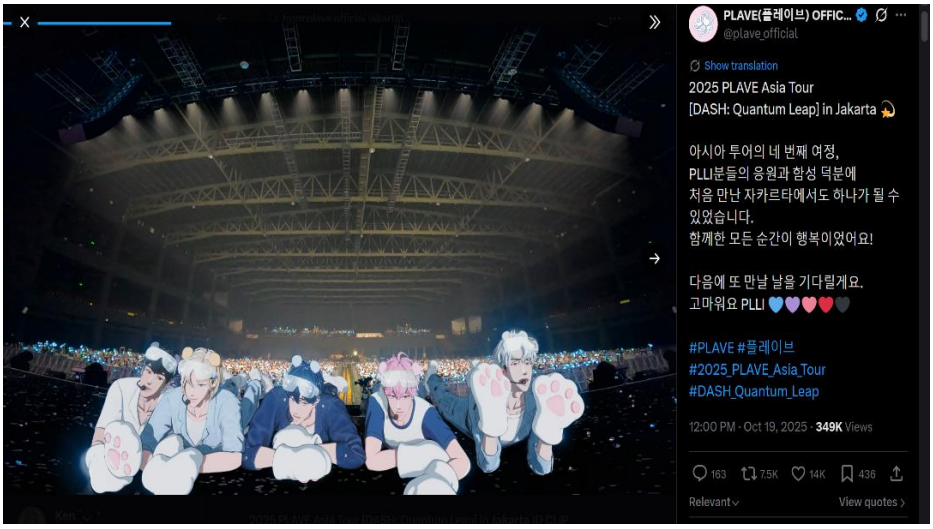


Figure 1. 6 PLAVE in Jakarta
Source: PLAVE X Official Account (2025)

Overall, PLAVE demonstrates how the integration of digital technology, virtual identity, and emotion-driven marketing strategies can shape new patterns of consumer behavior in the modern entertainment industry. This phenomenon highlights that psychological and evaluative factors such as emotional attachment, price perception, and fan satisfaction play crucial roles in encouraging repurchase intention toward virtual idol merchandise and concerts. Moreover, this context opens new research opportunities in the fields of consumer behavior and digital marketing, particularly within the growing ecosystem of virtual fandom in the digital era.