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Physical Attractiveness, Homophily and Purchase Intention: The Mediating Role of Parasocial Interaction Among K-POP Fans

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Abstract: *Consequently, K-pop fans in Indonesia are showing increased interest in purchasing products related to their idols. It is worth investigating how interest in idols leads to the formation of parasocial interaction and, in turn, influences purchase intention. This study aims to determine how physical attractiveness and homophily influence purchase intention, with parasocial interaction serving as a mediating variable. The sample for this thesis consists of 100 K-pop fans of working age in Semarang. The analysis in this thesis uses PLS software to analyze the SEM model. Data analysis in this study includes outer model and inner model tests to determine the magnitude of each variable's influence. The results of the study indicate that the variables of physical attractiveness, homophily, and parasocial interaction have a direct and significant effect on purchase intention. Indirect test results also indicate that the variable of parasocial interaction significantly mediates the effects of physical attractiveness and homophily on purchase intention. These findings indicate that K-pop idols play a role—both in terms of physical attractiveness and shared values—in shaping the purchase intentions of K-pop fans in Semarang. This study has implications for businesses to leverage this phenomenon for business development by collaborating with K-pop idols.*

INTRODUCTION

The development of the entertainment industry in Indonesia is currently growing. In addition to the development of the local entertainment industry, the development of the foreign entertainment industry is also growing rapidly in Indonesia. One of the entertainment industries from foreign countries is the entertainment industry from South Korea. This entertainment from South Korea can also grow rapidly due to the influence of their celebrities. South Korea's entertainment industry is very massive in spreading their music through Korean Pop (K-POP) and Korean Drama (K-Drama). The presence of KPOP with many idol groups that present visuals and talents as well as K-Drama that presents amazing visuals and acting skills can steal the attention of the global community, especially in Indonesia.

In the aspect of the Korean music industry (KPOP), there are a lot of agencies that oversee idol groups. Of the many agencies in Korea, there are 4 agencies or big labels that have a big impact on the development of KPOP and the dissemination of KPOP media content around the world. The agencies or big labels are SM Entertainment (SM), JYP Entertainment (JYP), YG Entertainment

(YG) and HYBE Labels. Korean idols that are popular with many people are certainly based on several reasons. Korean idols who have successfully debuted have been known for a long time to have attractive and charming visuals. This interesting and charming visual is the selling point of KPOP idols so that it can attract a lot of attention from their fans.

In addition to being able to attract fans, the attractive visuals of KPOP idols can attract big brands to attract KPOP idols as ambassadors for their brands. This is because of the attractiveness in terms of the physical aspect of Korean idols. From the existence of physical attractiveness or physical attractiveness, it can create parasocial interaction between fans and idols. This is supported by where it is stated that this physical attractiveness can form parasocial interactions. (Purnamaningsih & Rizkalla, 2020).

Apart from physical attraction as one of the factors that can form parasocial interaction, there is also another aspect, namely homophily. Homophily is referred to as the perception of the similarities that fans have with their favorite idols (Aral & Walker, 2014) in (Purnamaningsih & Rizkalla, 2020). The values that fans have in common with their idols can be from hobbies, interests, to this behavior that makes fans feel that their idols are the same as them so that pseudosocial interactions are formed, namely parasocial interactions. From this similarity, parasocial interaction can be formed because the similarities that fans consider can be perceived that their idols can be achieved in the imagination of the fans (Purnamaningsih & Rizkalla, 2020).

In the process of developing this thesis research, it was found that there were differences in the findings of contraindications between previous studies. In the research conducted by it, it was stated that there was no significant effect between physical attractiveness on purchase intention. This is different from the findings (Kuswati, Soepatini, Kussudyarsana, & Zakiyah, 2024; Liem & Firdausy, 2024; Shi, Wang, Qiao, & Shang, 2024) where physical atteactiveness contains how visual attraction both in terms of physical (face and body) can increase consumer buying interest. This thesis research was developed not only based on previous research. In this thesis research, it was developed by exploring bibliography. In this study, the bibliography was developed in order to find out the aspects of research that are new. The analysis using bibliometrics was carried out using the VOSviewer software. This VOSviewer software is used to find out the relationship between scientific publications related to this thesis research topic by being displayed in the form of visualizations.

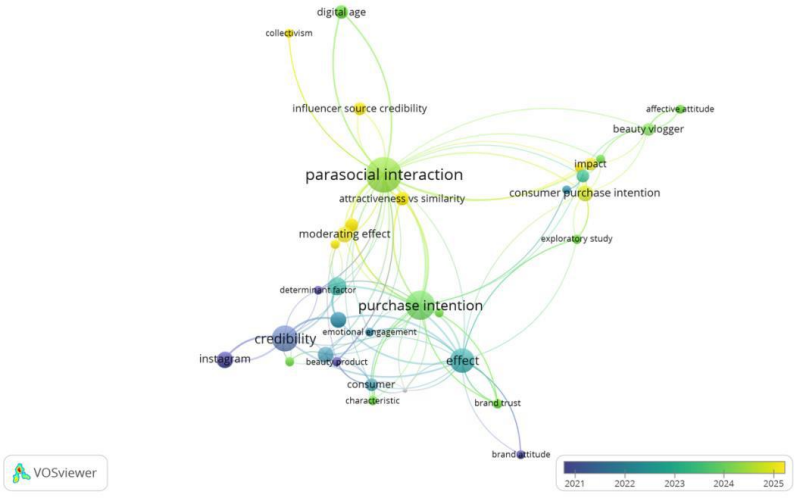

Figure 1. VOSviewer Network Visualization Results

In figure 1, it is shown that from the results of data processing carried out with VOSviewer, it is shown that there is a relationship between physical attractiveness, homophily parasocial interaction and purchase intention. The results of the network visualization showed that the variables of parasocial interaction and purchase intention were bright green. The bright green color in parasocial interaction and purchase intention means that these variables have a novelty of research topics that are currently interesting to develop.

From the phenomenon of KPOP fans in Indonesia really liking KPOP to the interest in buying products related to their idols, both promoted products and collaboration products are very high. In addition, the large market share of KPOP in Indonesia also makes the buying interest in products related to KPOP even greater. This is interesting to be developed in this thesis research, based on the phenomenon of KPOP in Indonesia, the existence of a research gap or contradiction between the findings of previous research and the development of data analysis with VOSviewer software, the researcher is interested in developing this research by conducting research on the variables of physical attractiveness, homophily towards purchase intention by providing novelty parasocial interaction.

LITERATURE REVIEW

Parasocial Relationship Theory

Parasocial relationships were first introduced by where it was explained that parasocial relationships are how audiences develop a sense of illusory intimacy that they feel with their favorite characters such as celebrities, athletes, and influencers. Parasocial relationships can be referred to as a one-sided pseudo-relationship that happens between fans and their favorite characters. Along with the development of time, parasocial relationships emerged as a form of psychological phenomenon that describes the magnitude of the impact of pseudo social relationships that occur between fans and celebrities. (Chung & Park, 2017; Horton & Richard Wohl, 1956; Liu & Zheng, 2024; Nadroo, Islam, & Naqshbandi, 2025; Yuan, Kim, & Kim, 2016; Zha, Aw, Dastane, & Fernando, 2023).

The parasocial relationship that occurs between fans and celebrities develops a feeling of everything that makes the audience or fans follow the activities, directions to whatever the celebrity does so that the fans follow (Koay, Cheah, & Yap, 2024; Lou, 2022; Shen, Zhao, Fan, & Buhalis, 2022). This pseudosocial relationship that occurs in this parasocial relationship encourages fans to buy products recommended by celebrities, imitating the celebrity's lifestyle until fans follow all the behaviors promoted by the fan's favorite celebrities (Agnihotri, Chaturvedi, Kulshreshtha, & Tripathi, 2023; Tran, Yazdanparast, & Strutton, 2019).

Theory of Planned Behavior

In this thesis research, grand theory is used to describe the research theory in an outline. In the thesis research, the theory of planned behavior (TPB) was used to elaborate on this thesis research in a broad way. The Theory of Planned Behavior (TPB) is used for no reason. The theory of planned behavior has been shown to be successful in predicting every behavior in a wide variety of research fields (Harrison, Mykytyn Jr, & Riemenschneider, 1997) in(Iranmanesh, Mirzaei, Parvin Hosseini, & Zailani, 2020). Based on the narration in it, it is stated that the theory of planned behavior is the best predictor of behavior and intention in each individual (Ajzen & Fishbein, 1970; Iranmanesh et al., 2020).

In this grand theory theory of planned behavior, there are several goals that can be achieved in research. Based on the statement, several objectives are stated in the application of the theory of

planned behavior. Some of the purposes of applying the theory of planned behavior such as can be used as a marker of positive or negative evaluation of a person's behavior, then aim to find out someone's perception of what others expect from him and the last goal is to be able to find out someone's perception of how easy or difficult it is to carry out the behavior (Ajzen & Fishbein, 1970; Iranmanesh et al., 2020).

Physical Attractiveness

Physical attractiveness or physical attractiveness of a person in social psychology refers to how a person or individual has attractive and pleasing values of their physical features. Based on the narration in it, it is stated that the physical attractiveness of an individual is a fun, attractive, aesthetic and beautiful characteristic that depends on a certain culture. From the opinions of previous research, it can be concluded that a person's physical attractiveness can be seen from their handsome physique and psychological values such as an attractive and pleasant person. (Othman, Hoo, & Cheng, 2022; Santiago & Serralha, 2022). Physical attractiveness or physical attractiveness to celebrities is mentioned can be considered credible (Sokolova & Kefi, 2020) in (Santiago & Serralha, 2022). Celebrities who have a physically attractive physical attractiveness can lead to the emergence of personalities that are intellectual, integrity and caring for others. In the research conducted (Eisend & Langner, 2010; Till & Busler, 2000) in the (Zou & Fu, 2024) study, it was stated that attractive physical attractiveness has a positive impact on consumer attitudes related to advertising, brand and product image to making purchase intentions.

In addition, it is also mentioned in the research conducted (Park & Lin, 2020) that (Zou & Fu, 2024) support from celebrities who have physical attractiveness is an approach or method of solving problems that are through psychology in making practical decisions that can form impressions on consumers related to a product. This is also reinforced by previous research conducted (Atta, Ahmad, Tabash, Varma, & Elsantil, 2025; Jannat & Ahmed, 2025; Rosyidani, Rahma, Rahayu, Putri, & Handayani, 2024) in (Alfaena & Gumilang, 2026) which strong physical attraction can form parasocial interactions that can ultimately increase consumer buying interest. From these previous studies, it can be concluded that physical attractiveness can affect consumers' buying interest through physical attractiveness that attracts consumers' psyche.

Homophily

Homophily is a similarity between people who interact based on the level of belief, education and social strata that exist in the community (Eyal & Rubin, 2003) in (Bu, Parkinson, & Thaichon, 2022). Other theories related to homophily are also described as a form of friendship that is achieved over certain aspects (J. E. Lee & Watkins, 2016) of (Santiago & Serralha, 2022). Homophily can occur in the online world because the level of similarity that exists can be used in communication and marketing that is done both socially and virtually. This is supported by the statement, where homophilia that occurs in the virtual or online world occurs in the interaction of consumers with the celebrities they follow. Where the more similarities with celebrities, the greater the online interaction between followers (consumers) and their favorite celebrities (Ladhari, Massa, & Skandrani, 2020; Santiago & Serralha, 2022).

This is supported by previous research conducted by the inside where there are four dimensions of homophily. The four dimensions of homophily include attitudes, values, background, and appearance. Previous research that supports this argument can be found in the study. The opinion of the study stated that there is a significant and positive impact of the relationship between homophilia on purchase intention. The relationship focused on how

homophilia of celebrities and consumers can shape parasocial interactions that increase consumer buying interest (Bu et al., 2022; Ladhari et al., 2020).

Parasocial Interaction

Parasocial interaction is described as a close relationship that occurs between a celebrity and his followers (Horton & Richard Wohl, 1956) in (M. Garg & Bakshi, 2024). From the close relationship created between followers and celebrities, this is a pseudo-relationship. Where paracosial interaction is referred to as a pseudo-interaction experience between followers and their favorite celebrities such as singers, idols, actors, athletes etc. Parasocial interaction that occurs between followers and celebrities occurs because of activities that involve both parties so that it seems as if they have a close relationship(M. Garg & Bakshi, 2024).

This parasocial interaction can easily occur because of how often the frequency of contact between followers and their favorite celebrities (Sokolova & Kefi, 2020) is in (M. Garg & Bakshi, 2024). From the level of frequency of contact between followers and celebrities, the amount of parasocial interaction that occurs between followers and celebrities can be determined. It is also mentioned that parasocial interaction can grow between individuals due to participation in mutual relationships with their favorite public figures (Labrecque, 2014). This parasocial interaction can occur due to the close mutual relationship between followers and public stores such as celebrities. Based on the narration of the said parasocial interaction can occur due to the development of social media such as Instagram, Facebook and YouTube. The presence of these social media platforms is known to be an opportunity for celebrity followers to express and interact with their favorite celebrities or public figures. From the existence of this social media platform, it can also be used as a medium for forming two-way communication that supports the formation of parasocial interaction (Horton & Richard Wohl, 1956; M. Lee & Lee, 2022).

Purchase Intention

Based on the statement (P. Garg & Joshi, 2018; Jaafar, Lalp, & Naba, 2012; Nurhayati & Hendar, 2020), it is stated that purchase intention is the action of consumers who prefer a product or service because they need or consumer perception of a product or brand that they consider worthy of buying. Purchase intention can be mentioned as the possibility of the consumer's process to plan and be willing to make a purchase related to a product or service (Ajzen, 1991). From this, it can be seen that this purchase intention is a reflection of the picking process carried out by consumers based on their process of observing celebrities. Purchase intention can be concluded as the process of consumers observing, planning and evaluating related to the influence of their social environment and social media platforms so that their intention to make a purchase of a product or service is formed (Hewei & Youngsook, 2022).

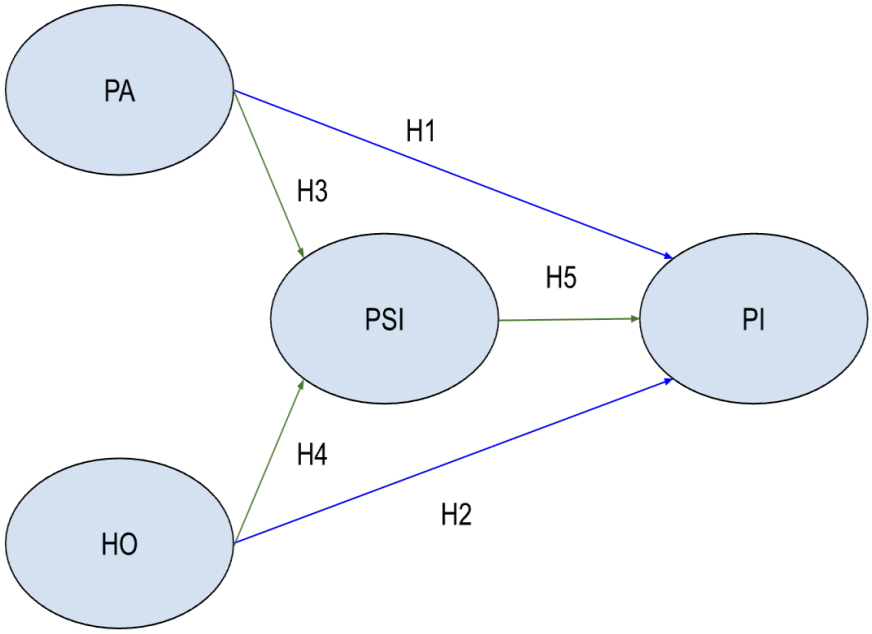

Figure 2. Research Framework

Hypothesis Development

H1: Physical Attractiveness affects purchase intention
H2: Homophily affects purchase intention
H3: Parasocial interaction can mediate physical attractiveness to purchase intention
H4: Parasocial interaction can mediate homophily against purchase intention
H5: Parasocial interaction affects purchase intention

RESEARCH METHOD

In this thesis research, it was carried out quantitatively to test all variables. The selection of this quantitative research was carried out to find out how important the role of each variable and indicator is. In this thesis research, the selected population selection was people of productive age (15-64 years) who liked KPOP in Semarang City. The selection of the population is in accordance with the characteristics of this study which raises the phenomenon that exists in KPOP fans.

Based on the 2025 National Statistics Agency (BSN) report, it is stated that there are 1,222,858 people of productive age in Semarang City. The number of productive ages is the total of the number of ages from 15 years to 64 years in Semarang City. Based on the BSN report, the selection of this thesis population is appropriate because it is at the productive age which can then be calculated to withdraw the number of research samples.

From the calculation using the Slovin formula, the number of samples in this study was 99.99 samples. In the calculation of the samples that must be completed, the number of samples that have been obtained is rounded up to 100 research samples which is also to facilitate the data analysis process. This study employed a quantitative research method. After the population and sample were determined, inner-model and outer-model tests were conducted using Smart PLS 4. The testing phases in this study included tests of convergent validity, discriminant validity, reliability, path coefficients, and R-squared (Ghozali, 2014).

RESULT AND DISCUSSION

Result

Convergent Validity Test

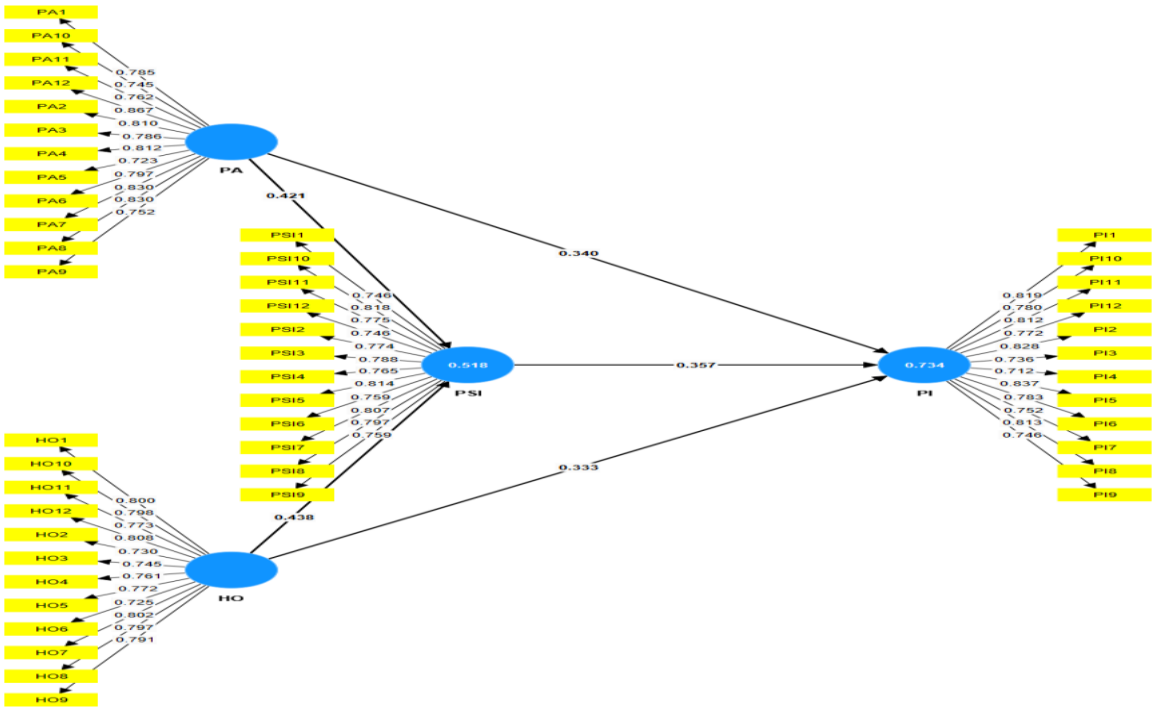

Figure 3. Convergent Validity Test Result

Based on the results of the convergent validity test with the SEM-PLS method, it can be seen in the tabulation of the data in the table. The table shows each loading factor value of the indicators of the research variables in this thesis. Overall, as many as 48 indicators in this thesis research have a loading factor value of more than 0.70. Based on the test results which state that all indicators of this thesis research have a loading factor value of more than 0.70, then all indicators of this thesis research have a good validity value. This is in accordance with the theory described by which an indicator that has a loading factor value of more than 0.70 can be declared valid. Therefore, the indicators in this thesis research have been declared valid and can be further tested to determine the role of each indicator (Ghozali, 2014).

Discriminant Validity Test

Table 1. Discriminant Validity Test Result

	HO	PA	PI	PSI
HO	0.766			
PA	0.404	0.793		
PI	0.687	0.687	0.783	
PSI	0.608	0.598	0.762	0.779

Based on table 14 test results based on discriminant validity in this thesis research, all variables are declared valid. It can be seen that all the root values of each variable have a higher value than the other variables. This can be seen in the physical attractiveness (PA) variable having a construct root value of 0.793, which is higher than other variables. The homophily variable (HO) has a construct root value of 0.776, which is higher than other variables. The purchase intention variable has a construct value of 0.783, higher than other variables and the parasocial interaction (PSI) variable has a construct value of 0.779. Based on the results of the tabulation of discriminant validity testing, all variables in this thesis research are declared valid, because they have a construct value above 0.70 and each variable has a higher construct value than the other variables.

Reliability Test

Table 2. Reliability Test Result

	Cronbach's alpha	*Composite reliability (rho_a)*	Composite reliability (rho_c)	Average variance extracted (AVE)
HO	0.940	0.940	0.948	0.602
PA	0.946	0.947	0.953	0.628
PI	0.942	0.944	0.950	0.614
PSI	0.941	0.943	0.949	0.608

In the table, the tabulation of the data shows that all variables in this thesis research are declared reliable. This result can be seen from the composite reliability value of the physical attractiveness (PA) variable of 0.953 > 0.70, then the homophily (HO) variable of 0.948 > 0.70, the parasocial interaction (PSI) variable of 0.949 > 0.70 and the purchase intention (PI) variable of 0.950 > 0.70. From the data from the composite reliability test, all variables in this thesis research are declared reliable.

Patch Coefficient Test

Table 3. Test Direct Effect

	Original sample (O)	T statistics (|O/STDEV|)	P values	Remarks
PA > PI	0.340	5.044	0.000	Significant
HO > PI	0.333	4.554	0.000	Significant
PSI > PI	0.357	4.159	0.000	Significant

In the tabulation of data that can be seen in the table, the results of the test are shown directly. Based on table 16, it can be seen that the p-value of PA > PI of (0.000 < 0.50) with a statistical T value of 5.044, it can be concluded that the variable of physical attractiveness to purchase intention has a significant and positive effect on purchase intention. it can be concluded that the variable of physical attractiveness to purchase intention has a significant and positive effect on purchase intention.

At the p-value of the variable HO > PI of (0.000 < 0.50) with a statistical T value of 4.554, it can be concluded that the homophily variable has a significant and positive effect on purchase intention. From the results of this direct effect test, it can be concluded that the homophily variable has a significant and positive effect.

At the p-value of the PSI > PI variable of (0.000 < 0.50) with a statistical T value of 4.159,

it can be concluded that the parasocial interaction variable has a significant and positive effect on the purchase intention variable. Based on the tabulation of data in Table 3, it can be concluded that all variables in this thesis research, namely physical attractiveness, homophily, parasocial interaction and purchase intention each have a significant and positive effect.

Table 4. Test Indirect Effect

	Original sample (O)	T statistics (|O/STDEV|)	P values	Remarks
PA > PSI> PI	0.150	2.833	0.005	Significant
HO > PSI> PI	0.156	3.524	0.000	Significant

In the test results on the PA hypothesis > PSI > PI has a p-value of (0.005 < 0.50) with a statistical T value of 2.833, it can be concluded that the parasocial interaction variable can mediate the indirect influence of the physical attractiveness variable on purchase intention. At the p-values of PA > PSI > PI has a p-value of (0.005 < 0.50), it can be concluded that the PA hypothesis > PSI > PI can be stated to be significant and have a positive effect. Based on the results of indirect testing, it can be concluded that the parasocial interaction variable in this study can mediate the variable of physical attractiveness to purchase intention and the homophily variable to purchase intention.

In the results of the indirect effects test on the hypothesis HO > PSI > PI has a p-value of (0.000 < 0.50) with a statistical T value of 3.524, it can be concluded that the parasocial interaction variable can mediate the indirect influence of homophily on purchase intention. At the p-values of HO > PSI > PI of (0.000 < 0.50), it can be concluded that in the hypothesis HO > PSI > PI can be stated to be significant and have a positive effect.

Determination Coefficient Test (R^2)

Table 5. Test Indirect Effect

	R-square	R-square adjusted
PI	0.734	0.726
PSI	0.518	0.508

Based on table 5, it can be seen that the r-square value in the purchase intention is (0.734) and in the parasocial interaction variable is (0.518). From the results of the calculation of the R-Square test on the dependent variables, namely purchase intention and the mediating variable of parasocial interaction, it can affect the independent variable. From the results of the r-square test, it is known that there is an influence of the independent variables of physical attractiveness and homophily on the mediating variables of parasocial interaction and the dependent variable of purchase intention with r-square values (0.734) and (0.518) and with adjusted r-square values of (0.726) and (0.508).

From the results of the tabulation of the data, it can be drawn that the higher the r-square value can make the ability of the independent variable in this study greater than the dependent variable. This can make the dependent variable purchase intention and the mediating variable parasocial interaction can be used by independent variables, namely physical attractiveness and homophily.

Discussion

The Effect of Physical Attractivity on Purchase Intention

According to the results of the hypothesis testing that has been carried out, it can be found that the physical attractiveness variable to purchase intention has a p-value of (0.000 < 0.50) and a statistical T value of 5.044 which can be concluded that the physical attractiveness variable has a positive and significant effect on purchase intention. From the test results that stated that the physical attractiveness variable had an effect on purchase intention was in line with the findings of previous research. The results of this research test are in line with research that states that physical attractiveness has a significant and positive influence on purchase intention. From the results of this finding, the physical attractiveness possessed by KPOP idols is proven to have an influence on consumer buying interest through the attractiveness of celebrity appearances, visual appeal, voice and sense of humor (Le & Le, 2024).

The Influence of Homophily on Purchase Intention

Based the results of the hypothesis testing that has been carried out, it was found that the homophily variable to the purchase intention variable has a p-value of (0.000 < 0.50) and a statistical T value of 4.554 which can be drawn. From the results of testing and data analysis, it was found that the indicators that affect this variable are the similarity of perspectives and the similarity of values that reflect personal identity. According the results of the tests that have been carried out, it is stated that the homophily variable has a significant and positive effect on purchase intention. This is in line with previous research by which stated that homophily has a significant and positive effect on purchase intention. From the results of these findings, it can be concluded that homophily affects purchase intention through indicators of similarity in personal values, similarity in lifestyle, similarity in perspective and similarity in values that reflect personal identity. (Majalawa & Kussudyarsana, n.d.).

The Effect of Physical Attractiveness on Purchase Intention Mediated by Parasocial Interaction

In the findings of the path coefficient test, it can be seen that the physical attractiveness variable to purchase intention mediated by parasocial interaction variables has a p-value of (0.005 < 0.50) and a statistical T of 2,833 which can be concluded that physical attractiveness has a positive and significant effect on purchase intention mediated by parasocial. Interaction. This shows that the parasocial interaction variable as a mediating variable affects the independent variable of physical attractiveness in influencing the dependent purchase intention variable. Parasocial interaction can mediate physical attractiveness to purchase intention with an indicator of how well fans know their favorite public figures, mutual relationships are characterized by intimacy and liking and the influence of social media on the formation of behavior can increase consumer purchase intention (Kuswati et al., 2024).

The Effect of Homophily on Purchase Intention Mediated by Parasocial Interaction

In the findings of the path coefficient test, it can be seen that the homophily variable on purchase intention mediated by parasocial interaction has a p-value of (0.000 < 0.50) and a statistical T value of (3.524) which can be concluded that the homophily variable has a significant and positive effect on purchase intention mediated by parasocial interaction. It is known that the parasocial interaction variable can be used as a mediating variable to mediate the independent variable of homophily in influencing the dependent variable purchase intention. The findings of

this study stating that parasocial interaction can mediate homophily towards purchase intention are in line with the findings of previous research. Previous research conducted by states that parasocial interaction can mediate homophily to purchase intention. From the existence of indicators of parasocial interaction such as how far fans know their favorite public figures, mutual relationships are marked by intimacy and liking and the influence of social media on the formation of behavior can increase homophily towards purchase intention (Jannat & Ahmed, 2025).

The Effect of Parasocial Interaction on Purchase Intention

From the results of the path coefficient test that has been carried out, it is known that parasocial interaction to purchase intention has a p-value of (0.000 < 4,159) with a statistical T value of (4,159) which can be concluded that parasocial interaction has a positive and significant effect on purchase intention. The findings of this hypothesis are in line with previous research in which parasocial interaction has a significant and positive influence on purchase intention. This is supported by parasocial interaction indicators such as how far they like to know their favorite public figures, mutual relationships marked by intimacy and liking, and the influence of social media on behavior formation. From the role of parasocial interaction can increase consumer purchase intention (Shen et al., 2022).

CONCLUSION

Based on the results of the tests conducted, all variables in this study (Physical Attractiveness, Homophily, Parasocial Interaction, and Purchase Intention) can be considered valid because their factor loadings are greater than 0.70. The results of the path coefficient tests revealed that physical attractiveness, homophily, and parasocial interaction have a direct, positive, and significant effect on purchase intention. The results of the indirect testing indicate that the variable “parasocial interaction” mediates the effects of “physical attractiveness” and “homophily” on “purchase intention.” Based on these test results, it can be concluded that K-pop idols play a significant role in shaping the purchase intentions of K-pop fans in Semarang. This finding can serve as a reference for business owners in developing their businesses, as well as for K-pop fans in Semarang in forming purchase intentions related to their favorite K-pop idols.

From the results of the preparation of this thesis research, the variables of physical attractiveness (X1) and homophily (X2) on purchase intention (Y) mediated by the parasocial interaction (Z) variable have a positive and significant influence. In increasing purchase intention carried out by KPOP fans in Semarang City, factors such as physical attractiveness, the existence of similar values and also the parasocial interaction relationship between fans and their favorite KPOP idols are able to increase purchase intention. This can be used by companies to attract KPOP idols as their brand ambassadors to be able to increase purchase intention.

In this study, the number of respondents was only limited to 100 respondents in Semarang City. This limitation is expected to be developed with a larger number of respondents and a wider reach. For further research, research can be carried out on the purchase intention variable. The development of the research can use independent variables, other intervening variables or with the selection of other populations and samples. This can be done in the hope of being able to study more deeply about the purchase intention of KPOP fans where there may be research development from research that has been carried out, further research can be adjusted to the latest phenomenon so that there is a sustainability of research that can provide benefits for future research.

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