

**UNVEILING THE FACTORS INFLUENCES ON
BLACKPINK'S MERCHANDISE REPURCHASE
INTENTION: A STUDY OF ADVANCED
CONSUMER BEHAVIOR PATTERNS**

THESIS

As a requirement to obtain Bachelor's Degree



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PREFACE

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**MENGUNGKAP FAKTOR-FAKTOR YANG BERPENGARUH
TERHADAP NIAT PEMBELIAN KEMBALI PADA *MERCHANDISE*
BLACKPINK: STUDI POLA PERILAKU KONSUMEN LANJUTAN**

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ABSTRAK

Fenomena “Hallyu” sangat berkembang pesat dan secara signifikan heboh di aplikasi yang dulu bernama twitter. Adapun beberapa girl band yang paling populer adalah Blackpink dan sukses menggelar konser pada tahun 2023 di Jakarta. Oleh sebab itu, merchandise girl band dan boy band asal Korea Selatan sudah dibeli oleh banyak orang dengan penjualan photobook atau photo card, poster, sticker menjadi 3 jenis merchandise yang paling banyak dimiliki oleh fans Kpop di Indonesia dengan populasi generasi Z dan Millennials menjadi fans paling banyak dengan kondisi ekonomi menengah kebawah. Akan tetapi belum ada solusi atas persaingan ketat antar girl band dan boy band di Korea Selatan. Untuk itu perlu adanya sebuah penelitian yang menyelidiki faktor-faktor yang bisa mempengaruhi niat beli ulang pada merchandise Blackpink untuk mengatasi ketidakpastian dan sangat diperlukan untuk membuat strategi yang lebih baik di beberapa kota seperti Pontianak, Jakarta, Bandung dan Yogyakarta. Analisis data menggunakan software SPSS Ver.25, yang terbagi menjadi analisis deskriptif, uji validitas, uji reliabilitas, uji asumsi klasik yang terdiri dari uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji linearitas, kemudian dilanjutkan uji regresi linear berganda, uji parsial (Uji-T), uji simultan (Uji-F) dan uji koefisien determinasi (R^2). Hasil dari penelitian ini menemukan beberapa hal seperti kesadaran merek (X1), citra merek (X2), tidak mempengaruhi secara signifikan terhadap niat beli ulang merchandise Blackpink dan dua variabel lainnya seperti Korean Wave (X3), kualitas produk (X4). Seluruh variabel bebas (independen) mempengaruhi positif dan signifikan secara bersama-sama.

Kata Kunci: kesadaran merek, citra merek, Hallyu, kualitas produk, merchandise, Blackpink

UNVEILING THE FACTORS INFLUENCE ON BLACKPINK'S MERCHANDISE REPURCHASE INTENTION: A STUDY OF ADVANCED CONSUMER BEHAVIOR PATTERNS

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ABSTRACT

The "Halyu" phenomenon is growing rapidly and significantly on the app that used to be called Twitter. One of the most popular girl bands is Blackpink, which successfully held a concert in 2023 in Jakarta. Therefore, merchandise of girl bands and boy bands from South Korea has been bought by many people, with the sale of photobooks or photo cards, posters, and stickers being the three types of merchandise most owned by Kpop fans in Indonesia with the population of generation Z and Millennials being the most fans with middle to lower economic conditions. However, there is no solution to the tight competition between girl and boy bands in South Korea. For this reason, it is necessary to have a study that investigates the factors that can influence repurchase intentions on Blackpink merchandise to overcome uncertainty. It is indispensable for improving strategies in several cities, such as Pontianak, Jakarta, Bandung, and Yogyakarta. Data analysis using SPSS Ver.25 software, which is divided into descriptive analysis, validity test, reliability test, classical assumption test consisting of normality test, multicollinearity test, heteroscedasticity test, linearity test, then continued with multiple linear regression test, partial test (T-test), simultaneous test (F-test) and coefficient of determination test (R²). The results of this study found that brand awareness (X1) and brand image (X2) insignificantly affect repurchase intention and two other variables, such as Korean Wave (X3) and product quality (X4). All independent variables affect positively and significantly simultaneously.

Keywords: brand awareness, brand image, Korean wave, product quality, merchandise, Blackpink

MENGUNGKAP FAKTOR-FAKTOR YANG BERPENGANRUH TERHADAP NIAT PEMBELIAN KEMBALI PADA *MERCHANDISE* *BLACKPINK*: STUDI POLA PERILAKU KONSUMEN LANJUTAN

RINGKASAN SKRIPSI

1. Pendahuluan

a. Latar Belakang

Budaya Korea semakin populer, dengan organisasi-organisasi yang berhubungan dengan Hallyu memperoleh pertumbuhan tahunan sebesar 7% dan peningkatan keanggotaan sebesar 36%. Pada tahun 2020, jumlah total anggota di seluruh negara telah mencapai hampir 100 juta, peningkatan lima kali lipat hanya dalam lima tahun. Sebagian besar anggotanya adalah penggemar K-pop, termasuk ARMY, klub penggemar global BTS, dan BLINK, klub penggemar resmi BLACKPINK. Organisasi dan komunitas lain juga aktif di berbagai bidang, seperti drama Korea Selatan, kuliner, dan pariwisata. Indonesia menempati peringkat pertama di antara 20 negara yang terdaftar di Twitter untuk acara K-pop mulai 1 Januari hingga 31 Desember 2020. Penggemar K-pop bersedia menginvestasikan uang, waktu, dan tenaga mereka untuk mendukung idola favorit mereka melalui voting, streaming, dan membeli merchandise resmi dan tidak resmi, album, photocard, dan bahkan tiket konser. Drama televisi Korea telah menjadi bentuk hiburan paling populer di Indonesia, dengan 74,6% responden menyatakan kesukaannya terhadap K-drama. Sebuah survei baru-baru ini mengungkapkan bahwa sekitar 30% penggemar hiburan Korea Selatan di Indonesia memiliki merchandise berupa kartu foto, photobook, poster, dan stiker yang menampilkan idola mereka. Sebagian besar penggemar hiburan Korea Selatan di Indonesia lebih memilih menikmati konten idolanya secara gratis, dengan hanya membayar kurang dari Rp 2 juta per tahun, tetapi fans Blackpink yaitu BLINKS rela mengeluarkan 5 juta untuk membeli merchandise blackpink. Indonesia memiliki jumlah penggemar Blackpink tertinggi di YouTube, dengan 640 juta penayangan pada Maret 2022, yang menunjukkan basis penggemar yang kuat di negara ini. Penelitian ini menguji faktor-faktor yang mempengaruhi niat beli ulang merchandise Blackpink, dengan mempertimbangkan kesadaran merek, citra merek, Hallyu dan kualitas produk. Penelitian tersebut berfokus pada target audiens anak muda Indonesia. Penelitian sebelumnya menemukan bahwa kesadaran merek, citra merek, kualitas produk, dan Korean wave berpengaruh signifikan terhadap niat pembelian ulang. Penelitian tersebut bertajuk “Mengungkap Faktor-Faktor yang Mempengaruhi Repurchase Intention Blackpink: Studi Pola Perilaku Konsumen Tingkat Lanjut”.

b. Tujuan Penelitian

Kajian penelitian ini menganalisis niat beli ulang pada merchandise Blackpink sebagai strategi pemasaran, tujuan penelitian sebagai berikut:

1. Untuk memperoleh hasil empiris mengenai pengaruh kesadaran merek terhadap niat beli ulang merchandise Blackpink.
2. Untuk memperoleh hasil empiris mengenai pengaruh citra merek terhadap niat beli ulang merchandise Blackpink.

3. Untuk memperoleh hasil empiris mengenai pengaruh “*Hallyu*” terhadap niat beli ulang merchandise Blackpink.
4. Untuk memperoleh hasil empiris mengenai pengaruh kualitas produk terhadap niat beli ulang merchandise Blackpink.

2. Metode Penelitian

Penelitian ini merupakan penelitian kuantitatif yang diisi dengan data primer yang diperoleh melalui kuesioner yang disebarakan secara online melalui google form. Penelitian ini merupakan penelitian cross-sectional dengan metode survey untuk mencari hubungan antara dua variabel atau lebih. Metode yang digunakan dalam penelitian ini adalah teknik purposive sampling. Hipotesis dalam penelitian ini, sebagai berikut: H1: kesadaran merek berpengaruh secara positif dan signifikan terhadap niat beli ulang merchandise Blackpink, H2: citra merek berpengaruh secara positif dan signifikan terhadap niat beli ulang merchandise Blackpink, H3: “*Hallyu*” berpengaruh secara positif dan signifikan terhadap niat beli ulang merchandise Blackpink, H4: kualitas produk berpengaruh secara positif dan signifikan terhadap niat beli ulang merchandise Blackpink.

3. Hasil dan Pembahasan

Hasil uji hipotesis menunjukkan bahwa H1: kesadaran merek berpengaruh secara positif dan tidak signifikan terhadap niat beli ulang merchandise Blackpink, H2: citra merek berpengaruh secara positif dan tidak signifikan terhadap niat beli ulang merchandise Blackpink, H3: “*Hallyu*” berpengaruh secara positif dan signifikan terhadap niat beli ulang merchandise Blackpink, H4: kualitas produk berpengaruh secara positif dan signifikan terhadap niat beli ulang merchandise Blackpink.

4. Kesimpulan dan Saran

Berdasarkan penelitian yang telah dilakukan, peneliti menarik kesimpulan hasil akhir dari penelitian sebagai berikut:

1. Berdasarkan hasil analisis deskriptif variable penelitian, dapat disimpulkan bahwa secara rata-rata setiap variable penelitian termasuk dalam kriteria tinggi, dimana variabel kesadaran merek (X1), memiliki nilai rata-rata 4,03, citra merek (X2), memiliki nilai rata-rata 3,89, Hallyu (X3) memiliki nilai rata-rata 3,42 dan kualitas produk (X4), memiliki rata-rata 4,01.
2. Berdasarkan hasil pengujian hipotesis yang telah diteliti, ditemukan bahwa variabel kesadaran merek (X1), citra merek (X2), terbukti berpengaruh positif dan tidak signifikan terhadap niat beli ulang merchandise Blackpink. Dan “*Hallyu*” (X3), dan kualitas produk (X4), terbukti berpengaruh positif dan signifikan terhadap niat beli ulang.
3. Hasil dari pengujian uji F, variabel kesadaran merek (X1), citra merek (X2), Hallyu (X3), dan kualitas produk (X4) mempengaruhi niat beli ulang merchandise Blackpink secara bersama-sama.
4. Peneliti selanjutnya harus mempertimbangkan variable yang bisa berpengaruh secara positif dan signifikan terhadap niat beli ulang merchandise Blackpink, selain Hallyu dan kualitas produk yang berpengaruh positif dan signifikan dan variabel kesadaran merek dan citra merek tidak terbukti berpengaruh positif dan signifikan.

UNVEILING THE FACTORS INFLUENCE ON BLACKPINK'S MERCHANDISE REPURCHASE INTENTION: A STUDY OF ADVANCED CONSUMER BEHAVIOR PATTERNS

THESIS SUMMARY

1. Introduction

a. Background

Korean culture is gaining popularity, with Hallyu-related organizations gaining a 7% annual growth and a 36% increase in membership. As of 2020, the total number of members across all countries has reached almost 100 million, a five-fold increase in just five years. Most of these members are K-pop fans, including ARMY, BTS's global fan club, and BLINK, BLACKPINK's official fan club. Other organizations and communities are active in various fields, such as South Korean dramas, food, and tourism. Indonesia ranked first among the 20 countries registered on Twitter for K-pop happenings from January 1 to December 31, 2020. K-pop fans are willing to invest their money, time, and effort into supporting their favorite idols by voting, streaming, and purchasing official and unofficial merchandise, albums, photocards, and even concert tickets.

Korean television dramas have become Indonesia's most popular form of entertainment, with 74.6% of respondents expressing fondness for K-dramas. A recent survey revealed that approximately 30% of South Korean entertainment fans in Indonesia own merchandise in photo cards, photo books, posters, and stickers featuring their idols. Most South Korean entertainment fans in Indonesia prefer to enjoy their idols' content for free, with those willing to pay only less than IDR 2 million per year, however fans Blackpink which is BLIKS is willing to spent 5 million rupiah. Indonesia has the highest number of Blackpink fans on YouTube, with 640 million views as of March 2022, indicating a solid fan base in the country. The study examines the factors influencing Blackpink's merchandise repurchase intention, considering brand awareness, brand image, the Korean wave, and product quality. The research focuses on the target audience of Indonesian youth. Previous studies have found that brand awareness, brand image, product quality, and the Korean wave significantly impact repurchase intention. The study is titled "Unveiling the Factors Influence on Blackpink's Repurchase Intention: A Study of Advanced Consumer Behavior Patterns".

b. Research Objective

This research study analyzes repurchase intentions on Blackpink merchandise as a marketing strategy. Blackpink merchandise as a marketing strategy, the research objectives are as follows:

1. To obtain empirical results regarding the effect of brand awareness on Blackpink merchandise repurchase intention.
2. To obtain empirical results regarding the effect of brand image on Blackpink merchandise repurchase intentions.
3. To obtain empirical results regarding the influence of "Hallyu" on Blackpink merchandise repurchase intention.

4. To obtain empirical results regarding the effect of product quality on Blackpink merchandise repurchase intention.

2. Research Method

This quantitative study is filled with primary data obtained through questionnaires distributed online via Google Forms. This research is a crosssectional study with a survey method to find the relationship between two or more variables. The method used in this research is purposive sampling technique. The hypotheses in this study are as follows: H1: Brand awareness has a positive and significant effect on the repurchase intention of Blackpink merchandise, H2: Brand image has a positive and significant effect on the repurchase intention of Blackpink merchandise, H3: "Hallyu" has a positive and significant effect on repurchase intention, H4: product quality has a positive and significant effect on repurchase intention of Blackpink merchandise.

3. Result and Discussion

The results of hypothesis testing indicate that brand awareness (H1) has a positive yet insignificant impact on repurchase intention. Similarly, brand image (H2) also has a positive but insignificant impact on repurchase intention for Blackpink merchandise. On the other hand, Hallyu (H3) has a strong positive impact on Blackpink merchandise repurchase intention. Finally, product quality (H4) significantly positively affects Blackpink merchandise repurchase intention.

4. Conclusion and Suggestions

Based on the research that has been conducted, the researcher concludes the final results of the study as follows:

1. Based on the results of the descriptive analysis of research variables, it can be concluded that, on average, each research variable is included in the high criteria, where the brand awareness variable (X1) has an average value of 4.03, brand image (X2), has an average value of 3.89, Hallyu (X3) has an average value of 3.42 and product quality (X4), has an average of 4.01.
2. Based on the results of hypothesis testing that has been studied, it is found that the variables of brand awareness (X1) and brand image (X2) are proven to have a positive and insignificant effect on the intention to repurchase Blackpink merchandise. Moreover, "Hallyu" (X3) and product quality (X4) are proven to have a positive and significant effect on repurchase intentions.
3. The results of the F test, the variables of brand awareness (X1), brand image (X2), Hallyu (X3), and product quality (X4) affect the repurchase intention of Blackpink merchandise together.
4. Future researchers should consider variables that can have a positive and significant effect on Blackpink merchandise repurchase intentions, apart from Hallyu and product quality, which have a positive and significant effect, and the variables of brand awareness and brand image are not proven to have a positive and significant effect.

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CHAPTER I

INTRODUCTION

1.1 Background

The past two decades have witnessed a rapid development and global expansion of Korean culture, popularly known as the "Korean Wave" or "Hallyu," as reported by (Sarajwati, M., K., 2020). According to The National Atlas of Korea (2022), The Korean Wave originally referred to Korean enterprises or their products in foreign countries. However, with the recent spread of Korean pop culture throughout Asia and the world, the term now highlights the increasing popularity of Korean culture. The Korean Wave is now classified into three stages, as shown in Figure 1.1 below:

Classification	Korean Wave 1.0	Korean Wave 2.0	Korean Wave 3.0
Duration	From 1997 to the mid-2000s	From the mid-2000s to the early 2010s	Since the early 2010s
Characteristics	Advent of the Korean Wave Focused on visual contents	Diffusion of the Korean Wave Focused on idols	Diversity of the Korean Wave
Main Genre	Drama	K-pop	K-Culture
Genres	Drama, movie, Korean pop song	Public culture, some parts of art and culture	Traditional culture, art and culture, popular culture
Countries	Asia	Asia, some parts of Europe, Africa, Middle East, Middle and South America and the US	Whole world
Major Consumers	Manias	Teens and twenties	World citizens
Major Media	Cable TV, satellite TV, internet	Popular video website, social networking services	All media types

Figure 1. 1 Characteristics of Korean Wave by Period (2023)
Korea.net (2023)

According to Korea.net, (2022), The popularity of Korean culture is on the rise, with an increasing number of Hallyu-related organizations emerging each year. These organizations see a 7% growth in numbers annually, with a 36% increase in membership. As of 2020, the total number of members across all countries has reached almost 100 million, a remarkable five-fold increase in just five years. Most of these members are K-pop fans, including ARMY, BTS's global

fan club, and BLINK, BLACKPINK's official fan club. Other organizations and communities are also active in various fields, such as South Korean dramas, food, and tourism.

Azizah, F. (2021), stated that Twitter, now re-branding as X, shared official information on February 4, 2021, with the hashtag #KpopTwitter about K-Pop's happenings on the social media platform during 2020. From the highest number of tweets related to K-Pop from January 1 to December 31, 2020, Indonesia ranked first out of the 20 countries registered on Twitter. This data illustrates the high fan enthusiasm for K-pop music in Indonesia, surpassing South Korea, the home of the K-pop world.



Figure 1. 2 Top 20 Markets by Tweet Volume

Source: Twitter (2020)

Based on the report above, it is not surprising that Asrofi, M. (2021), stated that among the popular groups today are Super Junior, Blackpink, EXO, TWICE, ITZY, NCT, TXT, and Bangtan Boys (BTS). These bands showcase the vibrancy and appeal of K-pop music. Azizah, F. (2021), stated that K-pop enthusiasts demonstrate their love and admiration for their idols through generous displays of loyalty. These devoted fans go to great lengths to shower their idols with lavish gifts, ranging from coveted collectables to valuable assets like gold and real estate worth millions to billions of rupiah. K-popers are willing to invest their money, as

well as their time and effort, into supporting their favorite idols by voting, streaming, and purchasing official and unofficial merchandise, albums, photocards, and even concert tickets and fan signs. While some fans express their appreciation through social media compliments and well-wishes, the unwavering devotion of K-pop fans is undeniable.

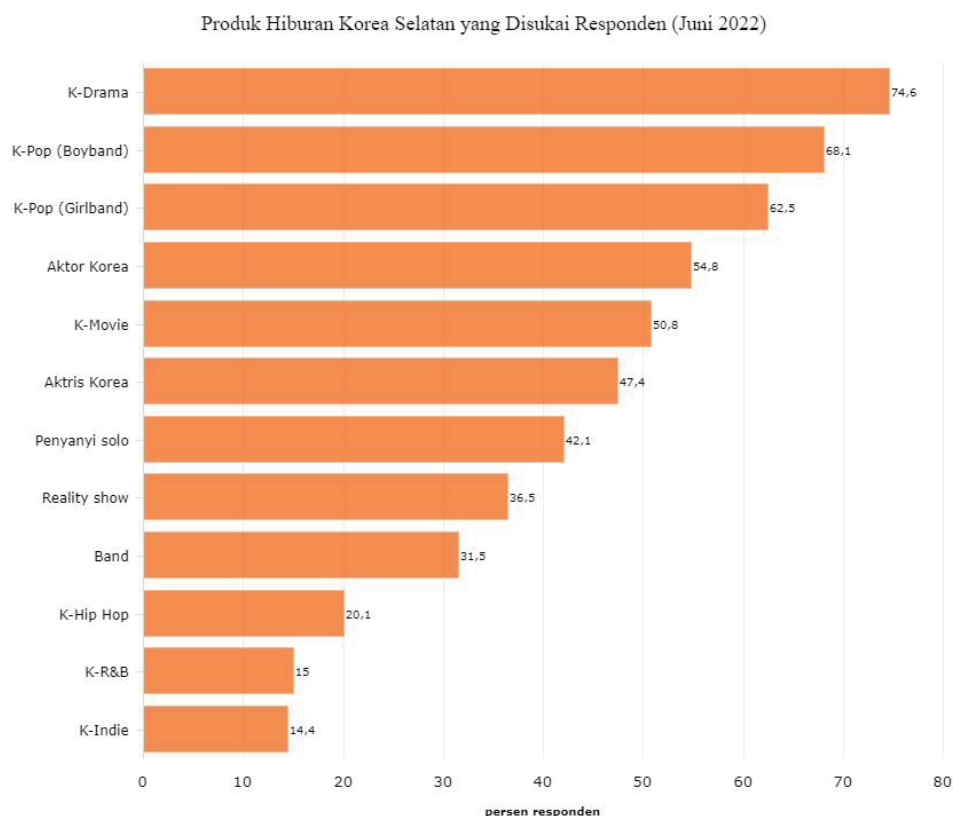


Figure 1. 3 South Korean Entertainments Product that Respondents Like
Source: Katadata Insight Center (2022)

A recent survey was conducted by Ahdiat (2022a) in collaboration with Zigi.Id and Katadata Insight Center (KIC) found that Korean television dramas, or K-Dramas, have become Indonesia's most popular form of entertainment. The study surveyed 1,609 Indonesian individuals who enjoy Korean entertainment, and data was collected online. Results showed that 74.6% of respondents expressed a fondness for K-dramas, while other South Korean entertainment products such as K-pop, reality shows, K-Hip Hop, K-R&B, and K-Indie received a lower proportion of interest. Specifically, only 62% to 68% of respondents

reported enjoying K-pop, while the percentage for other South Korean entertainment products was even lower. These findings suggest a shift in entertainment preferences among Indonesian audiences towards more diverse cross-cultural content.

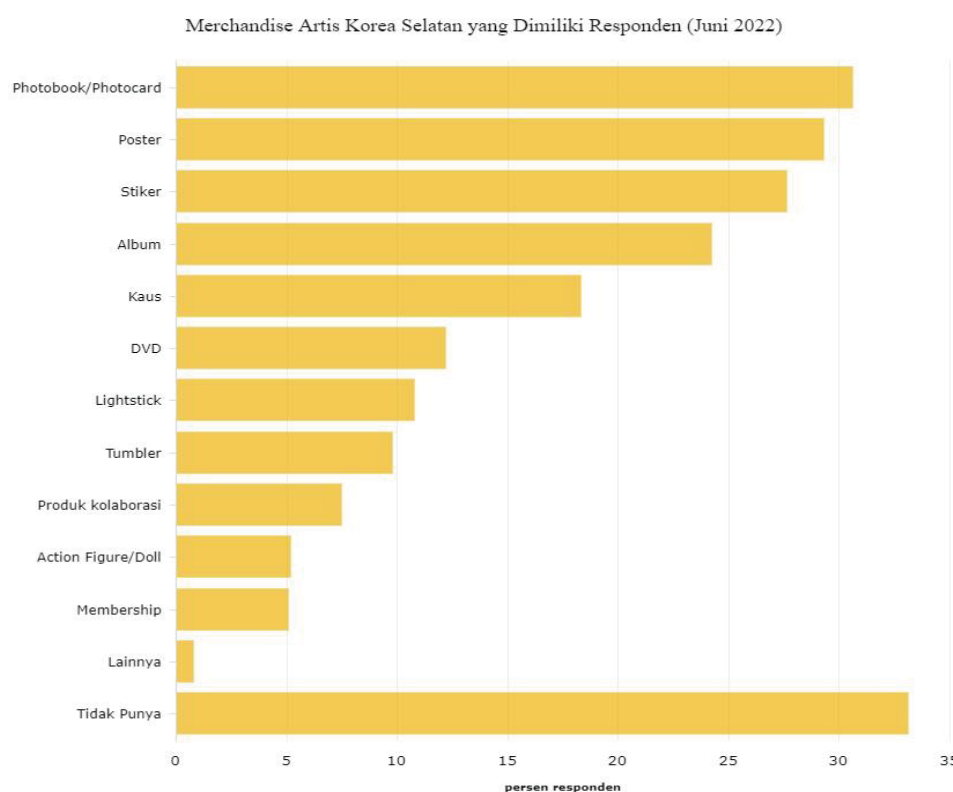


Figure 1. 4 South Korean Artist Merchandise Owned by Respondents

Source: Katadata Insight Center (2022)

A recent survey by Ahdiat (2022b), from Katadata Insight Center (KIC) revealed that approximately 30% of South Korean entertainment fans in Indonesia own merchandise in the form of photo cards or photo books, posters, and stickers featuring their idols. Interestingly, a third of fans admitted to not having any merchandise. While some respondent own items such as albums, t-shirts, DVDs, and light sticks, the proportion is relatively small. The survey also found that most South Korean entertainment fans in Indonesia prefer to enjoy their idols' content for free, with those willing to pay only less than IDR 2 million per year. The survey was conducted on 1,609 people across Indonesia, with respondents primarily from

the Generation Z and Millennial age groups and the lower middle economic-social class.

According to Hestianingsih (2020), one of the famous idol groups, Blackpink, has just achieved another remarkable accomplishment. As reported by Bloomberg, they are now acknowledged as the 'World's Biggest Pop Group.' This prestigious title was granted to them after surpassing several other prominent pop artists, such as Pop Smoke, Cardi B, Justin Bieber, and Juice WRLD. The Bloomberg Pop Star Power Ranking considers various factors, including album sales, Spotify streaming, engagement on Instagram, number of views on YouTube, and concert gross profits. Despite the challenging times brought about by the pandemic, Blackpink continues to dominate the music industry.

Nadya & Zahra (2023), quoted the data from Statista; Indonesia ranks third in terms of Blackpink fans who have streamed their YouTube videos, with a whopping 640 million video views. This statistical data, which accounts for views from the previous year as of March 2022, highlights Indonesia's intense enthusiasm for Blackpink. The YG Entertainment agency's group, Blackpink, debuted in August 2016 and has successfully amassed a significant following in Indonesia, making it the country with the most Blackpink fans worldwide. Since 2019, Koreaboo, a South Korean media outlet, has ranked Indonesia as the top country contributing to Blackpink's YouTube viewership. Moreover, foreign media have recognized the passion of Indonesian BLINKs, or Blackpink fans. According to Fimela, the K-Pop forum states that with views from Thailand, Vietnam, and Indonesia, Blackpink would have achieved one-fifth of their total views. In line with that, Rahmat (2020), stated a survey conducted by I-price, it is found that the BLINKs, which is the fanbase of "Blackpink" is willing to spent 5 million rupiah.

Considering the widespread influence of the Korean wave across the globe, including Indonesia, as depicted in Figure 1.1, it is evident from Table 1.1 that the Indonesian populace is highly enthusiastic about South Korean pop culture. Table 1.2 further confirms the popularity of Korean entertainment among Indonesians. Additionally, Table 1.3 highlights the purchasing behavior of idol group fans,

indicating a pattern of merchandise purchases and also the amount of money of BLINKS willing to spent for “Blackpink”.

In this case the researcher chose Blackpink as the object of study, considering the massive fans and loyal in Indonesia. Based on the problems above, this study is required to investigate the intention to repurchase Blackpink's merchandise. This will help in making better marketing decisions for Blackpink's merchandise to gain data on which gender purchased the most money for Blackpink's merchandise and the factors influencing people to repurchase Blackpink's merchandise, which led to the investigation of the independent variables.

These factors include brand awareness (X1), brand image (X2), Korean wave (X3), and product quality (X4), taking into account previous research. According to Chinomona, R., & Maziriri (2017), and Rohman, M.F & Sopiah (2021), previous studies has found that brand awareness significantly positives on the repurchase intention, while Mulyandi, M. R., & Tjandra (2022), and Huang et al. (2019), previous studies has shown that brand image has positives and significant on the repurchase intention, as stated by W. Lee (2015), and Tarigan (2023), previous studies has also revealed that the Korean wave significantly impacts repurchase intention and and as Mahendrayanti & Wardana (2021), Chinomona, R., & Maziriri (2017), Mulyandi, M. R., & Tjandra (2022), Mokoginta et al. (2022), Praja, A.D.,&Haryono (2022), Kezia. et al. (2023), and Werdiastuti (2022), previous studies stated that product quality significantly affect customer repurchase intention.

Based on these findings, the researcher initiated conducting a study to examine whether Blackpink's merchandise repurchase intention is subject to the influence of brand awareness, brand image, the Korean Wave, and product quality. The research will explore the factors mentioned above on the repurchase intention of Blackpink's merchandise under the title **"Unveiling the Factors Influence on Blackpink's Repurchase Intention: A Study of Advanced Consumer Behavior Patterns"**.

1.2 Research Problem

Hestianingsih (2020), stated that Blackpink has the potential to be recognized as the "world's biggest pop group" due to its increasing popularity and the success of Korean wave culture. Kpop is the second most liked form of entertainment. Ahdiat (2022b) Katadata Insight Center (KIC) revealed that approximately 30% of South Korean entertainment fans in Indonesia own merchandise such as photo cards, photo books, posters, and stickers featuring their idols. However, a third of fans admitted to not having any merchandise. The survey also found that most fans prefer to enjoy their idols' content for free, with those willing to pay only less than IDR 2 million per year. The survey was conducted on 1,609 people across Indonesia, primarily from the Generation Z and Millennial age groups and the lower middle economic-social class. Rahmat (2020), stated a survey conducted by i-price, it is found that the BLINKS, which is the fanbase of "Blackpink" is willing to spent 5 million rupiah.

Based on the phenomenon above, the researcher wants to find out some conditions through questions as follows:

1. Does the brand awareness significantly positives affect the intention to repurchase Blackpink's merchandise?
2. Does the brand image significantly positives affect the intention to repurchase Blackpink's merchandise?
3. Does the Korean wave significantly positives affect the intention to repurchase Blackpink's merchandise?
4. Does the product quality significantly positives affect the intention to repurchase Blackpink's merchandise?

1.3 Research Objective

The research objectives for analyzing the impact of brand awareness, brand image, Korean wave, and product quality on Blackpink's merchandise repurchase intention among youth in Indonesia are as follows:

1. To obtain empirical results of brand awareness toward repurchase intention of Blackpink's merchandise in Indonesia.

2. To obtain empirical results of the brand image toward repurchase intention of Blackpink's merchandise in Indonesia.
3. To obtain empirical results of Korean wave toward repurchase intention of Blackpink's merchandise in Indonesia.
4. To obtain empirical product quality results toward the repurchase intention of Blackpink's merchandise in Indonesia.

1.4 Research Contribution

This study provides valuable insights to marketers seeking to understand how different factors impact Blackpink's repurchase intentions in the Indonesian market. The study focuses on brand awareness, brand image, Korean wave, and product quality analyzing each to offer marketers informed decisions that could enhance their marketing strategies and benefit their business. The study seeks to provide both theoretical and practical contributions to the field. The theoretical contributions will expand researchers' and academics' knowledge of the factors impacting repurchase intentions in the Indonesian market, while the practical contributions will improve marketers' marketing strategies and increase their potential for success. This study aims to offer valuable insights into the complexities of the Indonesian market and how different factors impact consumer behaviour. By offering these insights, the study hopes to contribute to the body of knowledge in this field and help marketers make better decisions that could positively impact their business. The manifold theoretical and practical contributions of this research hold considerable potential for enhancing the field's body of knowledge in detail as follows:

1.4.1 Theoretical

Theoretically, this research aims to significantly contribute to the marketing field by exploring innovative ways to improve marketing strategies. Specifically, the study focuses on maintaining brand awareness and image to ride the Korean wave phenomenon in Indonesia, which has become increasingly popular among businesses in recent years. By drawing on the example of Blackpink, a well-known idol group from South Korea, this research seeks to provide valuable insights that can be effectively applied to achieve marketing

goals. This study offers valuable insights for businesses seeking to improve the quality of their product and maximize their marketing strategy in Indonesia, particularly in light of Blackpink's innovative product offerings, such as merchandise. Overall, this study represents a significant contribution to the marketing field and can potentially transform businesses' approach to marketing strategies.

1.4.2 Practical

1. For Author

The practical contributions of this study for the author are as follows:

- To fulfill the thesis requirement to obtain a bachelor's degree.
- To gain understanding and insight, be able to implement the result of this study in the marketing field.
- As a means of developing analytical skills and experience in the marketing field.

2. For Marketing field in Indonesia

The practical contributions of this study for marketers are as follows:

- To find out the pattern of marketing strategies used by Blackpink's merchandise to gain more repurchase intention toward youth in Indonesia.
- To find out how Blackpink maintains its brand awareness, brand image, and product quality to gain repurchase intention toward youth in Indonesia.
- This study is expected to find evidence of how the Korean wave has played a role in gaining repurchase intention for Blackpink's merchandise in the Indonesian market.

3. For Public

The practical contributions of this study to public are as follows:

- To provide information for the researcher to conduct research with a common topic.
- To understand the pattern and factors influencing Blackpink's merchandise to gain repurchase intention.

1.5 Contextual Description

Based on the problems mentioned, the researcher conducted a research on the repurchase intention of merchandise Blackpink as the “world biggest pop group”. Rahmat (2020) stated as survey conducted by i-price, it is found that the BLINKS, which is the fan base of “Blackpink” is willing to spent 5 million rupiah to purchase official merhandise. This statistic shown the effort of “BLINKS” as the fans base of Blackpink is considered loyal.

In order to maximize the profit, it could be generated from the fans who already purchase, which is to maximize the repurchase intention of the merchandise. In line with that, Blackpink has the potential to be recognized as the "world's biggest pop group" due to its increasing popularity and the success of Korean wave culture (Hestianingsih, 2020). The expected output from the study is to see the factors influenced on repurchase intention of Blackpink in Indonesia, to maximize the profit from the Blackpink fans.

According to Ahdiat (2022b), the official merchandise that owned by fans are listed below:

1. Photocard / Photobook
2. Poster
3. Sticker
4. Album
5. Shirt
6. DVD
7. Light stick
8. Tumbler
9. Collaboration product
10. Action Figure