

THE INFLUENCE OF KOREAN WAVE K-POP, LIFESTYLE, AND FANATICISM ON THE CONSUMPTIVE BEHAVIOR OF K-POP FANS ON STUDENTS AT THE BEKASI BRANCH OF UNIVERSITAS PELITA BANGSA



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Abstract

This research was conducted at Universitas Pelita Bangsa, Bekasi City Branch, using a sample of 90 respondents from students at Universitas Pelita Bangsa, Bekasi City Branch. This research aims to partially determine the Korean Wave of K-Pop, Lifestyle, and Fanaticism of K-Pop Fans regarding consumer behavior. The method used in this research is quantitative. The results of this research show that the Korean Wave K-Pop partially has a significant effect on consumer behavior with a t-count value of 4.101 > t-table 1.662 and sig < 0.05. Lifestyle partially has a significant effect on consumer behavior with a t-count value of 2.558 > t-table 1.662 and sig 0.05. Fanaticism partially has a significant effect on consumer behavior with a t-count value of 5.182 > t-table 1.662 and sig < 0.05. The magnitude of the influence of the Korean Wave K-Pop, Lifestyle, and Fanaticism of K-Pop Fans on consumer behavior is 86.3%, then the remaining 13.7% is influenced by other independent factors and variables.

Keywords: Korean Wave K-Pop, Lifestyle, Fanaticism of K-Pop Fans towards the Consumptive Behavior of K-Pop Fans

INTRODUCTION

The development of the globalization era has resulted in the culture of the times in various countries including Indonesia always changing. Many factors influence cultural change, one of which is the entry of other cultures, such as the entry of Korean culture in Indonesia which is currently busy with the phenomenon of Korean Pop and Korean Drama commonly referred to as K-pop/KDrama/Hallyu/Korean wave, Korean wave is the term given to South Korean Pop culture which is spread globally in various countries of the world, including in Indonesia. Especially in Asian countries, this Korean wave is quite popular which is culturally quite close to Korea. The phenomenon is called Hallyu, which is an invasion of Korean culture that has invaded various countries, such as Japan, Malaysia, Thailand, Vietnam, China, the Philippines, and Indonesia since 1999 (Yuliawan & Subakti, 2022).

According to (Indah Apriliani et al., 2021), the development of K-pop has formed fans into several groups according to their favorite boy band or girl band. This group is commonly referred to as Fandom. A fandom is a group of fans where the group has unique names, usually the name is given by the idol for the group of fans, such as NCTZEN which is the name of the fandom from NCT there is also the ARMY fandom which is the name of the fandom from BTS, E.L.F the name of the fandom from Super Junior, EXO-L is the name of the fandom from EXO, and BLINK is the name of the fandom from BLACKPINK, and so on. Many individuals are K-pop fans from children to adults. K-pop music seems to be not only interesting to listen to. K-pop culture makes fans willing to do extreme things to meet and collect items related to the idols they love. One of the important moments that K-pop fans don't want to miss is watching their performances. One of K-pop lovers is willing to endure hunger, restrain shopping, and restrain snacks when they have to save money to collect money to watch Korean concerts. Korean idol fans in Indonesia are known to have large and loyal fan groups in the K-pop world.

South Korea's economy with the Korean wave, sometimes being K-poppers is not something cheap, Korean fans need to spend a lot of money to buy concert tickets, albums, merchandise, votes, and products advertised by their favorite artists. In addition, visiting

South Korea is a dream for K-poppers where of course fans can express their style by following the lifestyle of their idols. According to (Wulan Pusputa Sari, 2011), lifestyle is a pattern that is done repeatedly and is carried out by many people lifestyle is not personal, it has a mass (followers). If a lifestyle is only done by one person it will be an oddity, a lifestyle has a life cycle, a lifestyle has a period of birth, growth, peak, receding, and death (Pasaribu et al, 2023).

Korean lifestyle is a concept that encompasses various aspects of daily life, culture, and values that are unique to South Korea. Korean lifestyle has become popular globally, mainly due to the influence of the Korean wave (Hallyu) which has promoted Korean culture throughout the world, Korean lifestyle, especially in South Korea, has undergone significant changes over the past few decades, the attraction to idols is very dominant in influencing a person's lifestyle. Some people who are very fanatical about K-pop will spend time and money to support their idol group, by attending concerts, buying things that are not needed, and being willing to save money. Fanaticism towards K-pop is a fan's very deep love for the South Korean music industry and Pop culture. According to (Nadialista Kurniawan, 2021) A fanatical K-pop fan is characterized by having a high love for the idol, then a high sense of devotion to the idol begins to arise. It is not uncommon for them to leave comments such as expressions of love, praise, and other forms of support for their idols through social media. In addition, they also feel that they must support their idols directly, such as by buying albums, photo cards, and merchandise, and watching their idols' concerts. K-pop fanaticism can be a fun hobby and build a strong community, but it can also interfere with other aspects of a person's life if not balanced with social and academic responsibilities, fanaticism towards teenagers/students who become K-pop fans can develop into excessively consumptive behavior. Consumptive behavior that reflects a lifestyle of extravagance and spending money without careful consideration is not a phenomenon limited to certain age groups or the general public (Anggorowati & Sari, 2024). Consumptive behavior can also be found among students, including those at Universitas Pelita Bangsa. For example, it may be reticent towards consumptive behavior due to various factors, including the growing influence of Korean wave or K-pop.

Many studies have explored the consumptive behavior of college students in general, but perhaps not many have paid attention to the differences in consumptive behavior between college students who are affected by the Korean wave and those who are not. Studies that compare the characteristics, motivations, and consumer spending between the two groups may fill this research gap.

RESEARCH METHOD

This type of research uses quantitative research methods. With this method, the data used will show that the phenomenon under study can be identified, because the data obtained is the result of valid data obtained directly through the subject matter of the research. Therefore, the research was conducted using quantitative research methods and is expected to provide a clear picture and prove the relationship between the research and the phenomenon being studied, such as the influence of Korean wave K-pop, lifestyle, and fanaticism on the consumptive behavior of K-pop fans on students at Universitas Pelita Bangsa, Bekasi branch. The research design that will be carried out in this study is described as follows:

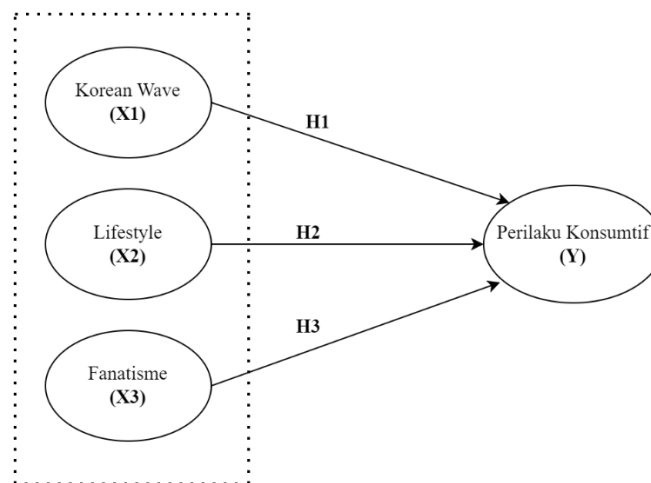


Figure 1.

Research Design

Source: Authors Processed Data, 2023

This study contains an explanation of the research variables, namely Korean wave, lifestyle, and fanaticism, which have the potential to influence the consumptive behavior of K-pop fans among higher education students. the population in focus is all students at Universitas Pelita Bangsa, Bekasi branch. the number of samples in this study used a type of Non-Probability Sampling, namely Purposive Sampling, the selection of this "purposeful sample" was carried out because the researcher understood that the information needed could be obtained in certain groups/targets that met the criteria determined by the researcher according to the research objectives. So, the questionnaire will be distributed to students around 84 to be used as respondents in this study.

The necessary data collection technique used in this study is the distribution of questionnaires. The questionnaire is a series of question instruments compiled based on measuring instruments for research variables, data collection using questionnaires is very efficient, respondents only choose answers that have been provided by researchers (Sahir, 2022). This study uses a questionnaire with a Likert scale. Respondents will rate each question from 1- 5. The method that will be used in this study by distributing online questionnaires commonly called a questionnaire a series of questions that will be given to students systematically related to questions with the influence of Korean wave K-pop, Lifestyle, and Fanaticism on the consumptive behavior of K-pop fans on students of the Bekasi branch of Universitas Pelita Bangsa. In this study several data in the form of graphs and images will show important information, the data is obtained through journals, books, and the Internet. The analysis methods used in this study are validity test, reliability test, classical assumption test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression test, and hypothesis testing (T-test, F test, and coefficient of determination test).

RESULTS AND DISCUSSION

Respondent Description

The results of the study involved 90 respondents who participated in filling out the questionnaire. From the data collected, a description of the characteristics of the respondents can be obtained which includes:

Table 1.
Study Program Characteristics of Respondents

Program Studi	Frekuensi	Persentase
S1 Manajemen	48	53%
S1 Teknik Informatika	14	16%
S1 Teknik Industri	9	10%
S1 PGSD	9	10%
S1 Hukum	10	11%

Source: Author Processed Data, 2024.

The table above shows that the number of respondents in the S1 Management study program dominates with 48 students or 53%, while in the S1 Informatics Engineering study program as much as 16%, the S1 Industrial Engineering study program 10%, the S1 PGSD study program 10%, and the S1 Law study program 11%.

Table 2.
Gender Characteristics of Respondents

Jenis Kelamin	Frekuensi	Persentase
Perempuan	71	79%
Laki-laki	19	21%

Source: Authors Processed Data, 2024.

The table above shows that the number of female respondents dominates with 71 or 79%, while men total 19 or 21%.

ANALYSIS RESULTS

Validity Test Results

Table 3.
Validity Test

Variable	Item	Rcount	Rtable	Information
X1	X1.1	0,731	0,2449	Valid
	X1.2	0,732	0,2449	Valid
	X1.3	0,714	0,2449	Valid
	X1.4	0,705	0,2449	Valid
	X1.5	0,690	0,2449	Valid
	X1.6	0,731	0,2449	Valid
X2	X2.1	0,673	0,2449	Valid
	X2.2	0,746	0,2449	Valid
	X2.3	0,683	0,2449	Valid
	X2.4	0,761	0,2449	Valid
	X2.5	0,660	0,2449	Valid
	X2.6	0,698	0,2449	Valid
	X2.7	0,654	0,2449	Valid
X3	X3.1	0,877	0,2449	Valid
	X3.2	0,846	0,2449	Valid
	X3.3	0,844	0,2449	Valid
	X3.4	0,824	0,2449	Valid
	X3.5	0,699	0,2449	Valid
	X3.6	0,692	0,2449	Valid
	X3.7	0,712	0,2449	Valid
	X3.8	0,752	0,2449	Valid
Y	Y.1	0,832	0,2449	Valid
	Y.2	0,783	0,2449	Valid
	Y.3	0,805	0,2449	Valid
	Y.4	0,828	0,2449	Valid
	Y.5	0,715	0,2449	Valid
	Y.6	0,674	0,2449	Valid
	Y.7	0,772	0,2449	Valid
	Y.8	0,745	0,2449	Valid

Source: Authors Processed Data, 2024

Based on the results of the validity test conducted in this study with the independent variables of Korean wave, lifestyle, and fanaticism on the dependent variable, namely the consumptive behavior of K-pop fans, with a total of 29 statement items, declared valid. With a value of $Df = 90 - 2 = 88$, Pearson correlation 0.01 so that it can be $R_{table} 0.2449$, then the value of $R_{hitung} > R_{table} (0.2449)$.

Reliability Test Results

Table 4.
Reliability Test

Variabel	Alpha Cronback	Kriteria	Keterangan
X1	0,811	Realibel jika <i>cronback alpha</i> > 0,70	Reliabel
X2	0,824		Reliabel
X3	0,910		Reliabel
Y	0,902		Reliabel

Source: Authors Processed Data, 2024.

The results of the reliability test in this study show the Cronbach's alpha value for variable X1 of 0.811, X2 of 0.824, X3 of 0.910, and variable Y of 0.902. With these values, it can be concluded that all statements on each variable are reliable because they exceed the standard threshold that is generally considered an indicator of reliability, which is > 0.70.

Normality Test Results

Table 5.
Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		90
Normal Parameters ^{a,b}	Mean	0
	Std. Deviation	1.71696330
Most Extreme Differences	Absolute	0.051
	Positive	0.045
	Negative	-0.051
Test Statistic		0.051
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Authors Processed Data, 2024

Based on the results of the One Sample Kolmogorov-Smirnov Test Table, the significance value obtained is 0.200. This significance value is greater than the significance

level of 0.05, it can be concluded that the distribution of Korean Wave K-Pop variables (X1), Lifestyle (X2), Fanaticism (X3), and Consumptive behavior (Y) in this study can be normally distributed.

Multicollinearity Test Results

Table 6.
Multicollinearity Test

Variabel	Tolerance	VIF
X1	0,249	4,019
X2	0,322	3,101
X3	0,189	5,292

Source: Authors Processed Data, 2024

After calculating the tolerance for the independent variables, none of them has a value < 0.10 . In addition, the VIF calculation shows that none of the independent variables have a VIF value > 10 . Therefore, it can be concluded that this model does not have multicollinearity problems.

Heteroscedasticity Test Results

Table 7.
Glejser Heteroscedasticity Test

Variabel	t	Sig
<i>Korean wave</i>	1,369	0,175
<i>Lifestyle</i>	-0,232	0,817
<i>Fanatisme</i>	-0,656	0,514

Source: Authors Processed Data, 2024

With the Glejser test, it is stated that, if the sig value > 0.05 then there is no heteroscedasticity.

Multiple Linear Regression Analysis Test Results

Table 8.
Multiple Linear Regression Analysis Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,094	1,931		-1,084	0,281
	<i>Korean wave K-pop</i>	0,504	0,123	0,328	4,101	0
	<i>Lifestyle</i>	0,258	0,101	0,180	2,558	0,012
	Fanatisme	0,456	0,088	0,475	5,182	0

a. Dependen Variable: Gaya Hidup (Y)

Source: Authors Processed Data, 2024

The resulting constant is -2.094 where the dependent variable of consumptive behavior has not been influenced by other independent variables, namely Korean wave, lifestyle, and fanaticism. If the three independent variables are zero and there is no change, then the consumptive behavior of K-pop fans will not change. The X1 coefficient produces 0.504 so if the Korean wave variable influences consumptive behavior. Or if the Korean wave variable is increased by one unit, the consumptive behavior of K-pop fans will increase to 0.504. The X2 coefficient produces 0.258 so if the lifestyle variable influences consumptive behavior. Or if the lifestyle variable is increased by one unit, the consumptive behavior will increase to 0.258. The X3 coefficient produces 0.456 so the fanaticism variable influences the consumptive behavior of K-pop fans. Or if the fanaticism variable is increased by one unit, the consumptive behavior of K-pop fans will increase to 0.456.

Hypothesis Test Results

T Test Results

Table 8.
T Test (Partial Significance)

Variabel	T	Sig
<i>Korean wave K-pop</i>	4,101	0
<i>Lifestyle</i>	2,558	0,012
Fanatisme	5,182	0

Source: Authors Processed Data, 2024

From the t-test results above, it is known, $df = n - k$. With, K = the number of variables, so the df value = $90 - 4 = 86$. So, get the t-table 1.6627 and with a significance value <0.05 . The t-count value on variable X1 is 4.101 and the significance value is <0.05 , so the test H_0 is rejected and H_a is accepted. So that it states that the Korean wave variable has a significant influence on consumptive behavior. The t-count value on variable X2 is 2.558 and the significance value > 0.05 , so the test is H_0 accepted and H_a rejected. So, it states that the lifestyle variable has a significant influence on consumptive behavior. The t-count value on variable X3 is 5.182 and the significance value is <0.05 , so the test H_0 is rejected and H_a is accepted. So, it states that the fanaticism variable has a significant influence on consumptive behavior.

Determination Coefficient Test Results

Table 9.

T Test (Partial Significance)

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.929 ^a	0.863	0.858	1.74665

Source: Authors Processed Data, 2024

Based on the results of the determination test conducted, the R square number is 0.863 or 86.3%. So, this shows that the percentage of the influence of Korean wave, Lifestyle, and fanaticism variables on the consumptive behavior of K-pop fans is 86.3% and the remaining 13.7% is influenced by other variables not included in the research model.

Discussion

The first hypothesis can prove that the K-pop Korean wave has a positive and significant influence on consumptive behavior among students of the Bekasi City Branch of Universitas Pelita Bangsa, this can be proven by the significance result of $0.000 < 0.05$, which means that the significant value is smaller than the significance value limit which is a limitation on the data processing carried out by researchers, which means that H_0 is rejected, and H_1 is accepted.

The second hypothesis can prove that lifestyle has a positive and significant effect on consumptive behavior among Universitas Pelita Bangsa Bekasi City Branch students, this is evidenced by the significance result of $0.012 > 0.05$, which means that the significant value is greater than the significance limit which is the limit on data processing conducted by researchers, 05, which means H_0 is rejected, and H_2 is accepted.

The third hypothesis can prove that fanaticism has a positive and significant effect on consumptive behavior among students of the Bekasi City Branch of Universitas Pelita Bangsa, this can be proven by the significance result of $0.000 < 0.05$, which means that the significant value is smaller than the significance value limit which is a limitation on the data processing carried out by researchers, which means that H_0 is rejected, and H_3 is accepted.

CONCLUSION

From the results of research and discussion of the influence of the Korean wave, lifestyle, and fanaticism on the consumptive behavior of K-pop fans among students of Universitas Pelita Bangsa Bekasi City Branch, the conclusions are obtained, namely (1) That Korean wave is partially proven to have a significant effect on the consumptive behavior of k-pop fans among students of Universitas Pelita Bangsa Bekasi City Branch. With t-count $4.101 > t\text{-table } 1.662$ and $\text{sig.} < 0.05$, meaning that if the better the Korean wave is done, it will have a better impact and students will be able to increase consumptive behavior, (2) That lifestyle is partially proven to have a significant effect on the consumptive behavior of K-pop fans among students of Universitas Pelita Bangsa Bekasi City Branch. With t-count $2.558 < t\text{-table } 1.662$ and $\text{sig.} > 0.05$. The consumptive behavior of K-pop fans may not be fully influenced by the lifestyle among Universitas Pelita Bangsa students, but rather by other factors such as campus culture, social environment, and peer influence, (3) That Fanaticism is partially proven to have a significant effect on consumptive behavior among students of Universitas Pelita Bangsa Bekasi City Branch. With a t-count of $5.182 > t\text{-table } 1.662$ and $\text{sig.} < 0.05$, meaning that if more fanaticism is carried out, it will have an impact on students being able to increase consumptive behavior, and (4) It is proven that Korean wave, lifestyle, and fanaticism can jointly influence the consumptive behavior of K-pop fans among students

of Universitas Pelita Bangsa Bekasi City Branch, with a value of 86.3% and the remaining 13.7% is influenced by other variables.

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