

The Influence of Brand Image, Price, and Fanaticism on the Purchase Decision of J-Hope BTS Concert Tickets in Jakarta

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Abstrak

Fenomena K-pop sedang tren saat ini, terutama di kalangan anak muda. Hal ini telah membuat banyak orang sangat antusias untuk menonton konser artis K-pop. Salah satu artis tersebut adalah J-Hope dari BTS, yang sedang mengadakan tur solo pertamanya di Jakarta. Tujuan dari penelitian ini adalah menganalisis pengaruh citra merek, harga, dan fanaticisme dalam kaitannya dengan keputusan pembelian tiket konser J-Hope BTS di Jakarta. Studi ini menggunakan metode kuantitatif. Informasi dikumpulkan melalui kuesioner yang dilakukan secara daring melalui Google Form. Survei melibatkan 195 anggota ARMY yang telah membeli tiket konser J-Hope BTS di Jakarta. Data dianalisis menggunakan SPSS 27 dan regresi linear berganda. Hasilnya menunjukkan bahwa citra merek berdampak negatif signifikan terhadap keputusan pembelian, karena penggemar sangat setia dan fanatic terhadap citra J-Hope dari BTS. Harga juga memiliki dampak negatif signifikan terhadap keputusan pembelian. Di sisi lain, fanaticisme memiliki dampak positif signifikan terhadap keputusan pembelian, karena para penggemar termotivasi untuk membeli tiket sebagai bentuk dukungan emosional. Hasil ini menunjukkan bahwa strategi pemasaran konser K-pop harus mempertimbangkan perasaan penggemar dan menetapkan harga yang sesuai untuk mendorong lebih banyak penggemar untuk hadir.

Kata Kunci: Citra Merek; Harga; Fanatisme; Keputusan Pembelian.

Abstract

The K-pop phenomenon is really trendy right now, especially among young folks. It has made many people very enthusiastic about seeing K-pop artists in concert. One such artist is J-Hope from BTS, who is conducting his first solo tour in Jakarta. The purpose of this study is to analyze the influence of brand image, price, and fanaticism in relation to the decision to purchase tickets for J-Hope BTS's concert in Jakarta. The study used quantitative methods. Information was gathered through an online questionnaire using Google Form. The survey consisted of 195 ARMY members who had purchased tickets for the J-Hope BTS concert in Jakarta. The data was analyzed using SPSS 27 and multiple linear regression. The results show that brand image had a significant negative impact on purchasing decisions, as fans were very loyal and fanatical about J-Hope's image from BTS. The price factor also had a significant negative impact on purchasing decisions. On the other hand, fanaticism had a significant positive impact on purchasing decisions, as fans were motivated to purchase tickets as a form of emotional support. These results indicate that K-pop concert marketing strategies must consider fans' feelings and set appropriate prices to encourage more fans to attend.

Keyword: Brand Image; Price; Fanaticism; Purchase Decision.

1. Introduction

The K-pop, or Korean pop, phenomenon has now become a global force driven by rapid advances in information technology (Dwi *et al.*, 2024). In Indonesia, K-pop has become one of the most popular music genres, especially among the younger generation, or Gen Z, as reflected in the 2025 Jakpat survey, which shows that 35% of respondents prefer K-pop. The K-pop music market's size in Indonesia is evident from the great excitement surrounding concerts by South Korean artists, like J-Hope's solo concert during the 'Hope on the Stage' tour. J-Hope, whose real name is Jung Ho-seok, was born on February 18, 1994, in Gwangju, South Korea. He is the main rapper, dancer, and singer in the group BTS. He began his career at a young age, with an interest in hip-hop, and trained intensively at Big Hit Entertainment (now Big Hit Music) before debuting with BTS in 2013. In addition to playing a key role in the group as the main rapper and main dancer, J-Hope is also known for his high artistic quality and cheerful, energetic personality, earning him the nickname "Mr. Sunshine" from BTS's fanbase, ARMY. His first solo album, *Hope World* (2018), received positive reviews and even charted on the *Billboard 200*. Additionally, his album *Hope on the Street Vol. 1* (2024), which he released during his mandatory military service, attained success by securing the fifth place on the *Billboard 200*. The demonstration of J-Hope's success as a solo artist alongside his success as a member of BTS. After completing his mandatory military service, J-Hope began his first solo world tour, named 'Hope on the Stage' held in 15 cities worldwide and attracting 470,000 attendees, including Jakarta (Marvela, 2025). In Jakarta, J-Hope's solo concert took place on May 3-4, 2025, with ticket prices ranging from Rp 1,800,000 to Rp 4,550,000. The success of J-Hope's concert was evident as all ticket categories sold out, attracting 20,000 attendees over two days. The immense enthusiasm for this concert tour reflects the positive image J-Hope, as a member of BTS, holds in ARMY's eyes. Despite the relatively high-ticket prices, ARMY members were undeterred from attending J-Hope's concert. It was evident from the sold-out tickets across all categories for the 'Hope on the Stage' tour over two days in Jakarta. Additionally, ARMY's passionate support influenced the decision to purchase tickets for J-Hope's concert. Purchase decisions are a complex process in which fanatical fans are compelled to buy products or services, driven by strong emotional bonds with their favorite artists (Kirana, 2021). When it comes to K-pop concerts, the choice to buy tickets is shaped not just by logical things like price and quality, but also by powerful emotional aspects like loyalty and excitement towards the artist (Adinda Restiningtyas *et al.*, 2025). This study is interesting because BTS J-Hope's solo concert tour in Jakarta is a real example of highly enthusiastic fan behavior, with high ticket prices and high levels of fanaticism. To create effective marketing strategies in the growing K-pop market, entertainment companies can leverage insights into how brand image, price, and fanaticism influence concert ticket purchasing decisions.

Purchasing decisions for concert tickets are heavily influenced by consumer views of product quality and reliability, which are shaped in large part by brand image. Research on SM Entertainment's K-pop idol concerts in Indonesia found that a strong brand image creates positive perceptions and fan trust in concert quality, which encourages them to purchase tickets (Rachmi *et al.*, 2024). Additionally, research on Suga Agust D Tour's "D-Day" concert also indicates that brand image significantly influences the decision to purchase K-pop concert tickets (Suci Badriawan & Melani, 2024). Additionally, price is a major element in a person's decision to buy tickets to a K-pop concert. Research by Dyandra Global Edutainment shows that price has a significant influence in an individual's choice to buy tickets for K-pop concerts (Syalaisha *et al.*, 2025). This study is backed by evidence that ticket prices significant influence in the choice to buy NCT Dream concert tickets (Pardede *et al.*, 2024). K-pop fanaticism drives fans to purchase concert tickets as a form of loyalty and support for their idol artists. According to (Adinda Restiningtyas *et al.*, 2025), found that high levels of fanaticism significantly influence the decision to purchase concert tickets. According to other studies, fanaticism also significantly affects purchasing decisions (Wardani & Dermawan, 2023). The current research aims to explore how brand image, price, and fanaticism influence ticket purchases for the J-Hope BTS concert in Jakarta. The findings of this research are anticipated to assist entertainment industry players, with a particular emphasis on marketing strategies for K-pop concerts.

2. Literature Review

2.1 Brand Image

Customer perception regarding a brand, based on the positive or negative experiences that linger in their memory, is termed brand image (Saputra *et al.*, 2024). Brand image reflects how customers view a specific brand, influenced by their thoughts, feelings, and beliefs connected to it (Sudirjo *et al.*, 2023). As stated by (Ikawati *et al.*, 2021), brand image is created when customers recall a certain brand. Brand image is shaped by its data and history (Natasiah & Syaefulloh, 2024). A strong brand image can influence consumers' purchase decisions, both emotionally and logically, even when price is no longer a factor (Joko Azuardi & Mochamad Taufiq, 2023). According to (Adirinekso *et al.*, 2021), three indicators of brand image should be considered. First, Brand Association Strength, which refers to the strength of the relationship between the brand and related information, such as the logo and brand name. Second, Brand Association Relevance, which refers to how well the brand association understands and meets customer needs and desires to build trust. Third, Brand Association Uniqueness, which refers to the unique advantages and appeal that set a brand apart from competitors and make it difficult to imitate.

2.2 Price

Price is the perceived value of a product that significantly affects a company's profitability and is a key element in the consumer decision-making process when purchasing (Irawan & Sitinjak, 2024). According to (Farrah Puspita Fauzy & Ulfi Maranisya, 2024), the price represents what attendees are willing to pay to participate in and enjoy an event in the area of event planning. Price can influence consumer choices in purchasing products or services. According to (Nusraningrum *et al.*, 2021), four price indicators must be considered. First, affordability, which is how far a product's price can be within buyers' financial capabilities. Second, price suitability with product quality, meaning the price must align with the product's quality, so that buyers feel it is fair. Third, the price should also reflect the benefits of the product, where the price must reflect the product's added value and advantages so that buyers feel it is comparable to competitors' prices. Fourth, the suitability of the price to the product's ability or market price competitiveness, where the prices of competing products are considered to keep the product competitive.

2.3 Fanaticism

According to (Pardede *et al.*, 2024), Fanaticism is an excessive expression of love or deep loyalty to a concept or group that makes a person satisfied through intense devotion to that entity. Fanaticism is an excessive admiration for something or someone, such as a band, music group, or artist (Kirana, 2021). The enthusiasm shown by everyone towards something they like triggers Fanaticism, which stems from a great sense of love and admiration (Taufan & Azhari, 2022). Fanaticism is defined as excessive belief and love for oneself, which leads to unreasonable enthusiasm, an emotional attachment to things they like, and a change in attitude that prioritizes the things they like over important things (Khomsiyah & Sanaji, 2021). Fanaticism can influence purchasing decisions in this case because the extraordinary devotion of individuals to an object demonstrates commitment, passion, dedication, enthusiasm, and involvement that transcends boundaries (Ayu Lestari & Rahmawan, 2023). According to (Kamilah *et al.*, 2021), there are eight indicators of Fanaticism: enthusiasm, zeal, excessive, cult, devotion, inertia behaviour, self-satisfaction, and price.

2.4 Purchase Decision

Purchase decisions are processes carried out by people directly involved in buying goods offered by sellers (Agustin *et al.*, 2021). According to (Musyirah Maliki *et al.*, 2025), the process of making purchasing decisions involves a series of steps taken by consumers before, during, and following the acquisition of goods or services. In this context, consumers choose various alternatives to meet their needs and desires. A purchase decision is a process of selecting and acquiring the necessary goods or services (Ikawati *et al.*, 2021). According to (Natasiah & Syaefulloh, 2024), factors influencing the

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purchase decision consist of analyzing needs, searching for information, evaluating information, executing the purchase, and assessing the decision after the purchase.

3. Research Methodology

This study applies a quantitative approach to explore the impact of brand image, price, and fanaticism on the decision to purchase tickets for 'Hope on the Stage' tour concert by J-Hope BTS in Jakarta. The research population consists of J-Hope BTS fans who have purchased tickets for the 'Hope on the Stage Tour' concert in Jakarta. A sample of 195 respondents was obtained through purposive sampling, namely the selection of active fans who had purchased concert tickets. Purposive sampling was used to ensure the sample met the specified criteria: active J-Hope BTS fans who had purchased tickets. Data was gathered using a Google Forms survey that was distributed to ARMY through the Twitter community 'Hope on the Stage Jakarta'. The survey intentionally sampled to ensure that the sample met the requirements, notably that the participants were active BTS fans who had bought tickets. On a Likert scale of 1 to 5, the survey included closed-ended questions that measured brand image, price, fanaticism, and purchase decision. The information was analyzed using SPSS software version 27. Validity and reliability assessments to guarantee the accuracy of the measuring equipment, classical assumption evaluations including normality, multicollinearity, and heteroscedasticity tests, and hypothesis testing for multiple linear regression, complemented by coefficient of determination analyses, T-tests, and F-tests, were all included in the analytical procedures.

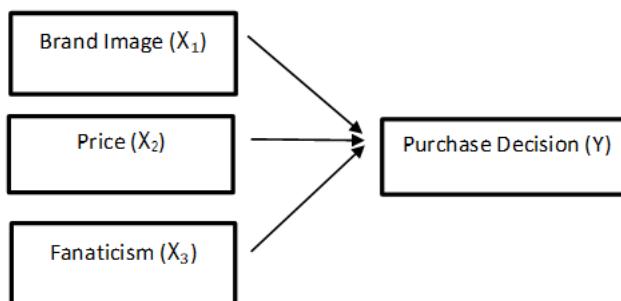


Figure 1. Research Model

- H₁: Brand image has a significant effect on purchase decision.
- H₂: Price has a significant effect on purchase decision.
- H₃: Fanaticism has a significant effect on Purchase Decision.
- H₄: Brand Image, Price, and Fanaticism together influence Purchase Decision.

4. Results and Discussion

4.1 Results

The people who took part in this research were part of the Indonesian ARMY community and bought tickets for the BTS J-Hope concert held in Jakarta. A total of 195 respondents were obtained through the distribution of an online questionnaire that included statements with a 1-5 Likert scale, in accordance with the established inclusion criteria. All respondents were female (100%), reflecting the dominance of women in the BTS fandom (ARMY) in Indonesia. In terms of age distribution, 70% of the respondents were aged between 21 and 30, showing that young adults are eager to spend on international entertainment,

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especially concerts by their idols. The majority of respondents (47.5%) reported monthly incomes ranging from Rp 3,000,000 to Rp 6,000,000, placing them in the middle to upper-income category. Most respondents worked as private employees, while others were entrepreneurs, indicating that this group had economic stability and flexibility in allocating spending on entertainment. This indicates that the main audience for J-Hope BTS's concert in Jakarta comes from the segment of young female consumers with adequate purchasing power and high motivation to engage in fandom activities.

4.1.1 Validity Test

Validity tests assess the construct being measured by evaluating the adequacy of each questionnaire component. An r -value is considered valid when it exceeds the r -value in the table or has a significance level lower than 0.05. Conversely, if the calculated r -value is less than the r -value in the table or presents a significance level greater than 0.05, that item is regarded as invalid.

Table 1. Validity Test Results

Variable	Indicator	Calculated r	Table r	Significant	α	Description
<i>Brand Image</i> (X_1)	X1.1	0,813	0,1406	0,001	0,05	Valid
	X1.2	0,834	0,1406	0,001	0,05	Valid
	X1.3	0,823	0,1406	0,001	0,05	Valid
<i>Price</i> (X_2)	X2.1	0,687	0,1406	0,001	0,05	Valid
	X2.2	0,733	0,1406	0,001	0,05	Valid
	X2.3	0,707	0,1406	0,001	0,05	Valid
	X2.4	0,632	0,1406	0,001	0,05	Valid
<i>Fanaticism</i> (X_3)	X3.1	0,597	0,1406	0,001	0,05	Valid
	X3.2	0,672	0,1406	0,001	0,05	Valid
	X3.3	0,707	0,1406	0,001	0,05	Valid
	X3.4	0,444	0,1406	0,001	0,05	Valid
	X3.5	0,665	0,1406	0,001	0,05	Valid
	X3.6	0,667	0,1406	0,001	0,05	Valid
	X3.7	0,582	0,1406	0,001	0,05	Valid
	X3.8	0,573	0,1406	0,001	0,05	Valid
<i>Purchase Decision</i> (Y)	Y1.1	0,751	0,1406	0,001	0,05	Valid
	Y1.2	0,702	0,1406	0,001	0,05	Valid
	Y1.3	0,598	0,1406	0,001	0,05	Valid
	Y1.4	0,736	0,1406	0,001	0,05	Valid
	Y1.5	0,758	0,1406	0,001	0,05	Valid

According to Table 1, the validity test results indicate that every research variable statement has a computed r value greater than the Table r or a sig value less than 0.05, indicating the validity of the research variables as a whole.

4.1.2 Reliability Test

The Cronbach's Alpha is used in the reliability evaluation to measure the consistency of a variable. If the Cronbach's alpha score for a variable is greater than 0.6, it is considered to be reliable.

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Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Standard	Description
<i>Brand Image</i> (X_1)	0,76	0,6	Reliable
<i>Price</i> (X_2)	0,622	0,6	Reliable
<i>Fanaticism</i> (X_3)	0,759	0,6	Reliable
<i>Purchase Decision</i> (Y)	0,741	0,6	Reliable

According to Table 2, the Cronbach's Alpha values for each survey variable are over 0.6, indicating the reliability of the questionnaire.

4.1.3 Normality Test

A test for normality was conducted to check if the independent and dependent variables were distributed normally. The Kolmogorov-Smirnov test for one sample was utilized. The data is considered to have a normal distribution when the p-value exceeds 0.05; however, it is not deemed normal if it falls below this threshold.

Table 3. Normality Test Results

		Unstandardized Residual
N		195
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.46745299
Most Extreme Differences	Absolute	.052
	Positive	.037
	Negative	-.052
Test Statistic		.052
Asymp. Sig. (2-tailed) ^c		.200 ^d
Monte Carlo Sig. (2-tailed) ^d	Sig.	.217
	99% Confidence Interval	
	Lower Bound	.206
	Upper Bound	.227

According to Table 3, indicates that the data follow a normal distribution, as the Kolmogorov-Smirnov test for normality produces a p-value of 0.200, exceeding the threshold of 0.05.

4.1.4 Multicollinearity Test

The multicollinearity assessment looks at whether the independent variables in a regression model are closely connected. Tolerance and Variance Inflation Factor (VIF) are two measures that help identify

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multicollinearity. If the tolerance level is greater than 0.1 and the VIF is less than 10, the regression model is seen as having no multicollinearity issues.

Table 4. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1	X1	.811
	X2	.875
	X3	.865

According to Table 4, the three variables examined in this research do not exhibit any problems with multicollinearity, given that the tolerance values exceed 0.1, the VIF values remain below 10 for every variable

4.1.5 Heteroscedasticity Test

The heteroscedasticity test was used to assess differences in residual variance across observations, which helped to see if heteroscedasticity had an impact on the regression model. The heteroscedasticity test was not successful if the p-value was less than 0.05, but it was if it was more than 0.05.

Table 5. Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	0.723	.958	.755	.451
	X1	-.033	.044		
	X2	.029	.038		
	X3	.011	.025		

According to Table 5, the outcomes from the heteroscedasticity assessment reveal that each of the research variables presented significance values surpassing 0.05, which suggests the absence of heteroscedasticity within the conducted study.

4.1.6 Multiple Linear Regression

To determine if a relationship existed between the independent and dependent variables, an analysis referred to as multiple linear regression was conducted. The findings from the multiple linear regression analysis are presented in the table below.

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Table 6. Multiple Linear Regression
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1	(Constant)	21.063	1.657	12.713	.001
	X1	-.438	.077	-.5727	.001
	X2	-.314	.065	-.296	.001
	X3	.365	.042	.531	.001

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 21.063 - 0.438 X_1 - 0.314 X_2 + 0.365 X_3$$

The following is an additional explanation:

- 1) The constant value is 21.063 and it is a positive number. This number means that when the independent factors "Brand Image" (X_1), "Price" (X_2), and "Fanaticism" (X_3) are all zero, the "Purchase Decision" (Y) variable will be at a value of 21.063.
- 2) A beta value of -0.438 for the "Brand Image" (X_1) factor suggests that if the other factors do not change, an increase of one unit in "Brand Image" will lead to a reduction of 0.438 units in "Purchase Decision" (Y).
- 3) A beta value of -0.314 for the "Price" factor (X_2) shows that, keeping other factors the same, an increase of one unit in how "Price" is seen will cause a drop of 0.314 units in the "Purchase Decision" (Y).
- 4) A beta value of 0.365 for the "Fanaticism" factor (X_3) implies that, with all other factors held steady, an increase of one unit in how much "Fanaticism" there is will raise the "Purchase Decision" (Y) by 0.365 units.

4.1.7 Hypothesis Testing

The F test serves the purpose of assessing if the set of independent variables has a combined influence on the dependent variable. The benchmark for determining statistical importance in this test is set at 5% (0.05). Upon examination of Table 7, the calculated F statistic reaches a value of 37.250, and the matching critical F value from the F distribution table is 2.653. The outcomes from the analysis of variance (ANOVA) reveal that the derived F value of 37.250 is substantially higher than the table F value of 2.653. Furthermore, the achieved significance level of 0.001 is less than the predetermined threshold of 0.05. Consequently, it is reasonable to conclude that brand image, price, and fanaticism exert a noteworthy influence on the choice to buy tickets for the J-Hope BTS concert held in Jakarta.

Table 7. F-Test Results

Model	Sum of Squares	df	Mean Square	ANOVA ^a	
				F	Sig.
1	Regression	244.421	3	81.474	37.250
	Residual	417,763	191	2.187	
	Total	662.185	194		

The aim of the determination coefficient is to assess the impact of independent variables on dependent variables. In Table 8, the Adjusted R-Square value is shown to be 0.369, which equates to 36.9%. This figure tells us that brand image (X_1), price (X_2), and fanaticism (X_3) account for 36.9% of the variations in the purchase decision (Y). Meanwhile, the leftover 63.1% is affected by other factors not covered in this research.

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Table 8. Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.608 ^a	.369	.359	1.47893

The t-test is used to check if the mean values from two different sets of data show a real difference. The degrees of freedom (df), as shown in Table 9, are calculated using the equation $n - k - 1 = 195 - 3 - 1 = 191$, where the number of samples (n) totals 195, and there are 3 independent variables (k). The significance level (a) is set to 5%, or 0.05. The corresponding value from the t-distribution table is 1.972 for a two-tailed test.

Table 9. T-Test Results

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	21.063	1.657		12.713	.001
X1	-.438	.077	-.365	-5.727	.001
X2	-.314	.065	-.296	-4.823	.001
X3	.365	.042	.531	8.601	.001

4.2 Discussion

The t-test results shown in Table 8 reveal that the Brand Image factor (X_1) greatly negatively affects Purchase Decision (Y). The t-statistic stands at 5.727, which is significantly above the critical t-value of 1.972, and the significance level is 0.001, much lower than 0.05, thus accepting H_1 . It indicates that consumers' increasingly high perception of the J-Hope BTS concert brand image can actually reduce the decision to purchase tickets. This phenomenon can be explained by the high loyalty of K-pop fans, which makes the brand image less dominant in the decision-making process than emotional bonds and fanaticism (Putri *et al.*, 2024). These findings align with studies (Rachmi *et al.*, 2024), indicating that while brand image generally shapes consumer perceptions and trust, its influence on purchasing decisions can vary in contexts of high fanaticism, as strong loyalty may outweigh the brand image itself. Consequently, this research concludes that brand image negatively affects purchasing decisions: for K-pop fans, loyalty and emotional ties are more important than brand image. Therefore, entertainment industry players and concert marketers need to focus more on building and strengthening emotional bonds with fans rather than solely on brand image. Strategies aimed at increasing loyalty and emotional connections can be more effective in driving ticket purchase decisions. The Price (X_2) has a substantial negative impact on purchase decision (Y). The t-statistic of 4.823 exceeds the t-table value of 1.972, which falls below the 0.05 mark at a significance level of 0.001, so H_2 is accepted. It suggests that consumers will make fewer purchases if concert ticket prices rise. This results align with the study by (Pardede *et al.*, 2024), which finds that price is an essential factor with a negative, considerable impact on consumers' decisions to buy concert tickets, particularly among those who take financial considerations into account. Additional research by (Suci Badriawan & Melani, 2024) also reinforces these results, showing that excessive concert ticket prices can influence consumers' decisions to purchase concert tickets. Thus, competitive and appropriate pricing is an essential element in reaching various segments of K-pop fans in the context of concerts. Therefore, these findings encourage entertainment industry players to set competitive, affordable concert ticket prices to expand their reach to more fan segments, especially in the K-pop market, which is characterized by high fan diversity. Adaptive pricing policies that align with fans' purchasing power are expected to increase the conversion rate for concert ticket purchases. The Fanaticism variable (X_3) shows a positive and significant effect on purchase decision (Y). The t-statistic

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value of 8.601 exceeds the t-table value of 1.972 at the 0.001 significance level, which is below the threshold of 0.05, so H_3 is accepted. It indicates that an increase in BTS J-Hope fandom will lead to more purchasing decisions. This finding is consistent with those from (Adinda Restiningtyas et al., 2025), which shows that fanaticism has a positive impact on the choice to buy concert tickets since passionate fans are keen to demonstrate their support and emotional investment by attending concerts. Additional research (Ardani & Wati, 2024), also demonstrates that fanaticism has a significant impact on purchasing decisions, suggesting that emotional ties and loyalty to K-pop idols drive buying decisions. Thus, the findings of this research have significant implications for marketers and concert promoters who are attempting to build and sustain emotional connections with fans through a variety of engagement opportunities, like fan meetings and unique content, in order to increase loyalty and impact purchasing decisions. Marketing policies that account for these emotional factors are expected to improve the effectiveness of ticket sales strategies.

5. Conclusion

Based on the findings of the conducted research, it can be inferred that individuals' perceptions of a brand image significantly impact their choices regarding purchasing concert tickets in a negative manner. This occurs because fans exhibit a strong commitment and loyalty, suggesting that their views on the brand don't heavily sway their purchasing decisions. In addition, the price of tickets as perceived by consumers also has a negative and significant influence, which confirms the importance of competitive pricing to reach a wider fan segment. On the other hand, it has been demonstrated that ticket purchases are positively and significantly impacted by fanaticism, fans with greater levels of fanaticism often purchase tickets to show their support and emotional commitment to their idols. The practical consequences of these findings indicate that, in addition to setting reasonable and competitive ticket prices, successful marketing strategies should take into account boosting fanaticism among fans through activities that deepen emotional bonds with artists. From a theoretical perspective, this study contributes to understanding consumer behavior dynamics in the context of the entertainment industry, which is heavily influenced by emotional factors and loyalty, and highlights that brand image may play a different meaning in areas with high fanaticism. Recommendations for further research include exploring additional factors such as concert experience quality, the role of social media, and other psychological aspects that may influence purchasing decisions.

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