



**THE INFLUENCE OF BRAND LOYALTY AND PRICE PERCEPTION ON
NCT PHOTOCARD PURCHASE INTENTION (CASE OF INDONESIAN
NCT SELL-BUY-TRADE COMMUNITY)**

THESIS

**Compiled to meet the requirements for completing Strata 1 Education
Department of Communication Faculty of Social and Political Sciences**

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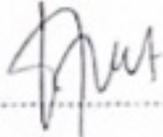
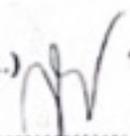
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MOTTO

*“For the future traded yesterday, still I. If memories made me, then with time I’ll
make today. I hope you like it where I’m now.”*

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ABSTRAKSI

Judul Skripsi : Pengaruh Loyalitas Brand dan Persepsi Harga terhadap Niat Beli *Photocard* NCT (Kasus Komunitas *Sell-buy-trade* NCT di Indonesia)

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Dengan kemajuan era *digital*, hiburan dan perdagangan *online* semakin melekat dalam aktivitas sehari-hari. Pengaruh hiburan Korea Selatan terlihat jelas di banyak sektor, termasuk pembelian barang dan jasa Korea oleh konsumen. NCT, seperti grup lainnya, menarik penonton dalam bentuk karya musik serta beragam barang. Objek utama penelitian ini, *photocard*, merupakan salah satu koleksi paling berharga dan sama pentingnya dengan *album*.

Memanfaatkan pemujaan idola untuk meningkatkan persepsi menyenangkan dalam pikiran konsumen terhadap merek tertentu dan meyakinkan mereka untuk memilih merek tersebut telah berkembang menjadi strategi pemasaran yang penting bagi banyak bisnis. Harga juga menjadi faktor utama yang mempengaruhi niat konsumen untuk melakukan pembelian. Tujuan dari penelitian ini adalah untuk menjelaskan bagaimana loyalitas merek dan persepsi harga memengaruhi minat pembelian *photocard* NCT.

Penelitian ini merupakan penelitian kuantitatif dengan metode eksplanatori. Teori yang digunakan dalam penelitian ini adalah *Theory of Reasoned Action*, dan metode pengambilan sampelnya adalah *non-probability sampling*. Seratus penggemar NCT yang sesuai dengan profil sampel berusia antara 17 dan 23 tahun. Seluruh uji validitas, reliabilitas, dan asumsi klasik dianggap valid. Dengan menggunakan regresi multilinear, diperoleh hasil bahwa hipotesis diterima dengan nilai signifikansi sebesar 0,000.

Kata Kunci: Loyalitas *brand*, Persepsi harga, *photocard*, NCT, minat beli.

ABSTRACT

Undergraduate Thesis Title : The Influence of Brand Loyalty and Price Perception on NCT Photocard Purchase Intention (Case of Indonesian NCT Sell-buy-trade Community)

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With the advancement of the digital age, online entertainment and commerce have become even more enmeshed in daily activities. The influence of South Korean entertainment is obvious across many sectors, including consumer purchases of Korean items and services. NCT, like every other group, draws a crowd in the form of musical works as well as diverse goods. The primary object of this study, photocards, is among the most valuable collectibles and is just as significant as albums.

Utilising idol worship to increase the pleasant perception that a certain brand has in consumers' thoughts and convince them to choose that brand has evolved into a crucial marketing strategy for many businesses. Price is also the main factor influencing consumers intention to make a purchase. The purpose of this study is to shed light on how brand loyalty and price perception influence the interest of purchasing NCT photocards.

This research is a quantitative research with explanatory method. The theory applied in this study is the Theory of Reasoned Action, and non-probability sampling was employed as the sampling method. One hundred NCT fans who fit the profile of the sample are between the ages of 17 and 23. All validity, reliability, and classical assumption tests were deemed to be valid. Using multilinear regression, result shows that the hypothesis is accepted with significance value of 0.000.

Keywords: Brand loyalty, Price perception, photocard, NCT, purchase intention

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