

ABSTRACT

K-Pop idol fans are known as a community group that has loyalty to their idols. A fan whose idol is the star of an advertisement for a product will most likely tend to consume or own goods that are also consumed by their idol. K-Pop fans tend to consume and collect various kinds of merchandise produced by their idols or products inspired by their idols. This research aims to determine the influence of EXO-L fandom loyalty in increasing the trust of Scarlett Whitening product users. Through analysis of the Fandom Loyalty (X) indicator, which is involvement, satisfaction and affiliation. And the Consumer Confidence (Y) indicator reliability, integrity, caring and credibility. The research method used is quantitative with descriptive statistical analysis. The sampling technique uses a non-probability sampling technique with purposive sampling type where the researcher has determined the characteristics of 100 respondents. The research results show that there is a significant influence between the Fandom Loyalty variable (X) on the Consumer Trust variable (Y).

Keywords: *K-Pop, Fandom Loyalty, Consumer Trust.*