

ABSTRACT

Consumer behavior in buying Kpop music products is not only influenced by a person's attitude, but will also be influenced by subjective norm variables, because the product is a product that has high involvement in the purchasing decision-making process. So consumers in this case need to find information, evaluate alternatives, choose an alternative, and then buy. This writing aims to determine the effect of consumer behavior on purchasing decisions of Kpop fans on Kpop music albums and merchandise.

The object of this research is Kpop fans on Kpop music albums and merchandise in Bandung. Data collection was obtained through distributing questionnaires to 70 respondents. Analysis of the data in this study using multiple linear regression analysis.

Based on the research results, it is stated that partially or simultaneously cultural, social, personal and psychological variables have an effect on purchasing decisions. These results indicate that the higher the cultural, social, personal and psychological levels, the higher the purchasing decision. The effect obtained is 44.6%.

Based on the analysis of respondents' responses regarding the purchasing decisions under study, in general the suggestions given for Kpop are regarding the location / place of distribution.

Keywords: consumer behavior, purchasing decisions, fans, albums, Kpop merchandise