

ABSTRACT

The phenomenon of the "Korean wave" can be found in Indonesia and its impact is felt in everyday life, especially for the Millennial generation. One of the Korean wave phenomena that millennials are very interested in is Korean pop music or what is often called K-pop. With the rapid development resulting in K-pop music having many loyal fans, these loyal fans began to collect items related to their idols, one of which was CD albums to support their idols, and for self-satisfaction supported by increased sales of Korean boy band music CD albums. every year even though it is contrary to the current condition which is completely digital (non-CD).

The purpose of this study is to determine the consumer factors in buying Korean boy band music CD albums and to determine the new dominant factors in influencing the purchase of Korean boy band music CD albums..

This study uses quantitative methods with the aim of the research being descriptive. The population of this study is K-pop fans with a sample of K-pop fans who have bought Korean boyband music CD albums as many as 389 respondents with the sampling technique used in this study is non-probability sampling with purposive sampling. Data were collected by conducting a survey, namely distributing online questionnaires using Google Forms. The data analysis technique in this research uses factor analysis.

Based on the ten factors that have been analyzed, the results of the research and analysis show that two new factors shape K-pop fans in purchasing Korean boyband music CD albums, namely Attitude Factors and Lifestyle Factors. The dominant factor that drives K-pop fans to buy Korean boyband music CD albums is the Attitudel Factor which has the largest loading factor, which is 89% with a variance value of 50.978%.

The results of this study are expected to be a reference for agencies that sell Korean boyband music CD albums by utilizing attitude factors and lifestyle factors that encourage consumers to buy Korean boyband music CD albums, so that companies can position themselves to form and instill an image in consumers. In addition, this research is expected to be re-examined by further research on a different subject in order to deepen the evidence of the newly formed factors.

Keywords: *K-pop, CD album, factor analysis*