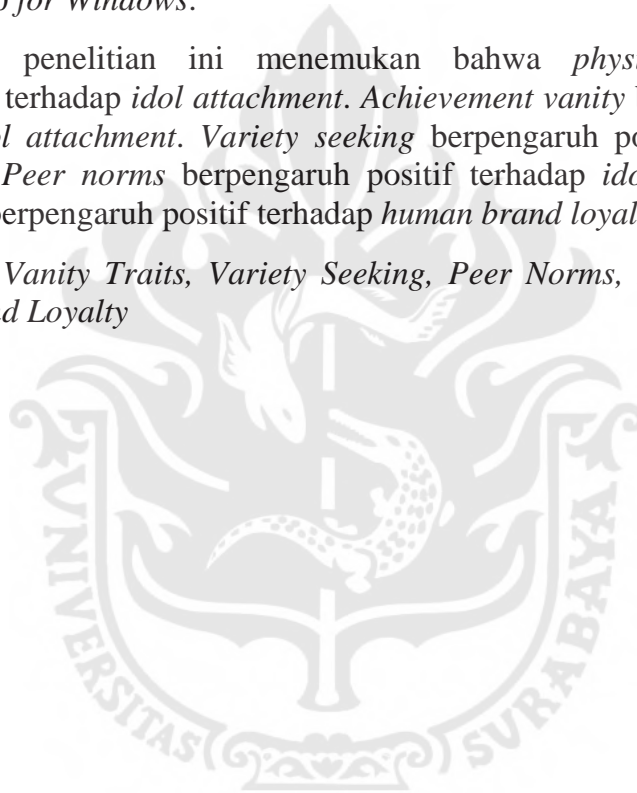


INTISARI

Penelitian ini bertujuan untuk menguji pengaruh *idol attachment* terhadap *human brand loyalty* pada seorang penyanyi oleh penggemar yang ada di Indonesia. Pendekatan yang digunakan adalah pendekatan kuantitatif dengan menggunakan kuesioner. Penelitian ini mengambil data sebanyak 150 responden yang memiliki idola seorang penyanyi. Olah data dilakukan dengan menggunakan *Structural Equation Modelling* dengan *software* SPSS 18.0 dan LISREL 8.70 *for Windows*.

Hasil penelitian ini menemukan bahwa *physical vanity* tidak berpengaruh terhadap *idol attachment*. *Achievement vanity* berpengaruh positif terhadap *idol attachment*. *Variety seeking* berpengaruh positif terhadap *idol attachment*. *Peer norms* berpengaruh positif terhadap *idol attachment*. *Idol attachment* berpengaruh positif terhadap *human brand loyalty*.

Kata kunci: *Vanity Traits, Variety Seeking, Peer Norms, Idol Attachment & Human Brand Loyalty*



ABSTRACT

The purpose of this study is to explore the effect idol attachment on human brand loyalty by fans in Indonesia. This study uses the quantitative approach and uses questionnaire as a tool. This study took 150 respondents who have singer idols. Processing data in this study using Structural Equation Modelling with SPSS 18.0 and LISREL 8.70 for Windows software.

The result of this study found that physical vanity has no effect on idol attachment. Achievement vanity has positif effect on idol attachment. Variety seeking has positive effect on idol attachment. Peer norms has positive effect on idol attachment. Idol attachment has positive effect on human brand loyalty.

Keywords: Vanity Traits, Variety Seeking, Peer Norms, Idol Attachment & Human Brand Loyalty

