

Influence *Boyband* Korea Against Gen Z Consumptive Behavior (Case Study of Purchasing NCT 127 Concert Tickets *the Unity* in Jakarta)

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Abstract

The Korean Wave (Hallyu) has become a global phenomenon that influences various aspects of culture and economy, including consumption preferences. Korean boy band NCT, with its dynamic group concept and multinational members, plays an important role in spreading the influence of the Korean Wave to young audiences around the world. This study uses survey methods and data analysis to explore how NCT's influence affects Generation Z's consumption patterns, specifically in terms of purchasing merchandise, fashion products, and related digital services. The results show that Generation Z's emotional engagement with NCT significantly influences their consumptive behavior. Interactions through social media and content produced by NCT act as the main driving factors in purchasing decisions. This research provides insights into how Korean boy bands can influence consumption trends and identifies effective marketing strategies to adapt to Generation Z's preferences and behaviors. The implications of this study include the need for innovative marketing approaches and awareness of the long-term impact of the Korean Wave's influence on young consumers' consumption patterns.

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1. INTRODUCTION

In the last few decades, the Korean Wave or Hallyu phenomenon has changed the global cultural landscape, including in Indonesia. This wave covers various aspects of Korean culture, from music, drama, film, to culinary delights, and has received widespread attention among Indonesian society, especially among teenagers and adults. The Korean Wave has formed a new cultural trend that reflects the rapid adoption and acceptance of Korean pop culture in various parts of the world.

This phenomenon began in the late 1990s, when Chinese media reported the surge in popularity of South Korean entertainment, especially K-Drama. One of the early moments that marked the popularity of the Korean Wave was the screening of the Korean drama "What Is Love About" in China, which received a positive response and sparked re-screenings in 1998. From China, K-Drama began to spread to other Asian countries such as Hong Kong, Taiwan, and Vietnam, showing the significant impact of Korean cultural content.

Apart from K-Drama, K-POP (Korean Pop) also plays an important role in the globalization of Korean culture. Since its emergence in the 1930s, K-POP has developed into one of the most popular pop music genres in the world. Through easy-to-enjoy music production, stunning music videos, and attractive fashion styles, K-POP has attracted the attention of fans from all walks of life. This popularity can also be seen from various merchandise such as photocards, albums and light sticks which are in demand by fans.

In Indonesia, K-POP and K-Drama have received a very positive response, as can be seen from the high level of public enthusiasm for K-POP concerts and related events. K-POP concerts, for example, often sell out even though the ticket prices are quite expensive. This reflects the high level of fan loyalty and interest in Korean artists. This phenomenon

also reflects the lifestyle of Gen Z in Indonesia, who is known as a generation that grew up with technology and social media, and is very connected to global pop culture.

However, the Korean Wave phenomenon also has negative impacts that need to be considered. One of these impacts is the potential to reduce the sense of nationalism and local cultural identity among Gen Z. However, the Korean Wave also plays a positive role in increasing tolerance and understanding of foreign cultures, as well as broadening the world view. Healthy interaction with Korean culture can enrich an individual's experience and perspective, especially in the context of increasingly rapid globalization.

NCT, one of the rising boy groups from SM Entertainment, is a concrete example of how K-POP can influence the global market, including Indonesia. NCT, which consists of several units such as NCT U, NCT 127, NCT Dream, and WayV, has gained significant popularity, especially NCT 127. NCT 127's popularity can be seen from the high sales of their albums and the increasing demand for concert tickets, as is the case at their concert in Jakarta scheduled for January 2024.

Seeing this trend, fans' consumptive behavior, especially in the context of purchasing concert tickets, reflects a tendency that can have an impact on teenagers' psychology. Excessive consumer behavior can produce a hedonistic lifestyle and have a negative impact on psychological development. Therefore, it is important to understand the dynamics of this phenomenon to get a clearer picture of the influence of the Korean Wave on society, especially Gen Z in Indonesia.

2. RESEARCH METHOD

In this research, the author used quantitative research methods. The reason researchers use this type of method is to get an in-depth picture of an influential *boyband*, and the next reason is to gain an understanding of Gen Z's consumer behavior in purchasing concert tickets and exploring. By distributing questionnaires in depth, researchers can explore the experiences, views and perceptions of informants regarding influence by boyband on the consumptive behavior of Gen Z in purchasing concert tickets.

In quantitative research, the data collection technique that is often used is questionnaires. A questionnaire is a tool used to collect data through a series of questions that have been designed with the aim of measuring research variables (Sekaran & Bougie, 2016).

Based on the explanation of the definition of a questionnaire above, it can be concluded that a questionnaire is a series of lists of questions or statements that are systematically prepared for respondents with the aim of measuring the quality that has been developed by researchers. The questionnaire/questionnaire in this study measures Variable X (influence) on Variable Y (Consumptive Behavior). The questionnaire in this research is in the form of an assessment scale which researchers will later give to NCT fans (NCTZEN).

In this research, the researcher will use a Linkert scale. The Linkert scale technique provides a scale value for each alternative answer. The respondent only gives approval or disagreement to the question item. This scale intends to measure the attitudes of individuals in the same space and individuals who position themselves towards a continuity of the question items. The Linkert scale uses five levels of answers as follows:

| No. | Scale | Score |
|-----|-------------------------|-------|
| 1. | Strongly Disagree (STS) | 1 |

| | | |
|----|---------------------|---|
| 2. | Disagree (TS) | 2 |
| 3. | Neutral (N) | 3 |
| 4. | Agree (S) | 4 |
| 5. | Strongly Agree (SS) | 5 |

Table.1. Respondent Opinion Score Table
(Source: Personal Documentation, 2024)

Population, Sample

Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that are applied by researchers so that conclusions can be studied and drawn. (Sugiyono in Teguh Novaldy, 2021). Population is also not the total number of phenomena that have the same characteristics. (Arikunto Suharsimi in Teguh Novaldy, 2021). The population in this study are fans of the boyband Korea NCT 127 from NCT 127's latest album *Fan Sign*. There were as many as 150 fans held on January 12, 2024. *Fan Sign* This majority is dominated by NCT 127 fans, on this basis the researchers took the research population on *Fan Sign* NCT 127 as respondents in the research.

The sample is part of the number and characteristics of the population. The research sample certainly has the same characteristics as the population characteristics, therefore the sample used can represent the observed population. (Sugiyono in Riyanto, Slamet and Aglis Andhita H, 2020). In this study, to determine the size of the sample to be studied, we refer to the Slovin formula approach, namely:

$$n = \frac{N}{1 + Ne^2}$$

Formula:

n = Total Population

N = Number of Samples

e = Level of error in sampling (10%)

Based on the formula, the large sample taken in this research is obtained from fans who follow *Fan Sign* album NCT 127 *be there for me* which was accessed on January 12, 2024 are:

$$n = \frac{150}{(1 + 150(0,1^2))}$$

n = 60 respondents

So, based on the calculations above, the number of samples used in this research was 60 respondents.

3. RESULTS AND DISCUSSION

Reliability testing is used to test the level of consistency of an instrument. The reliability formula used in this research uses *Cronbach Alpha*, where an instrument is said to be

reliable if the value is > 0.6 and unreliable if the value is < 0.6. The following are the results of reliability testing in the following table:

| Variable | Conbach Alpha | Limit Value | Informat ion |
|---------------------------|---------------|-------------|--------------|
| Influence (X) | 0.662 | 0.5 | Reliable |
| Consumpti ve Behavior (Y) | 0.883 | 0.15 | Reliable |

Table 2. Table of Reality Test Results

Based on the results of the reliability test above, the researcher can conclude that the questionnaire for the two variables is said to be reliable because the values obtained *Cronbach Alpha* > 0.6

This validity test is carried out to determine whether or not the questionnaire used to measure a variable is valid. By using *Product moment*, namely comparing r table and r count. The questionnaire can be said to be valid if r count > r table, and invalid if r count < r table. In this study, researchers carried out validation tests on 60 respondents with an r table value of 0.254. The following are the results of the validity test in the following table:

| Influence Indicator (X) | No. Question | r Count | r Table | Informatio n |
|-------------------------|--------------|---------|---------|--------------|
| Behavior Change | 1 | -0.160 | 0.254 | Invalid |
| | 2 | 0.633 | 0.254 | Valid |
| | 3 | 0.632 | 0.254 | Valid |
| | 4 | 0.436 | 0.254 | Valid |
| | 5 | 0.602 | 0.254 | Valid |

Table 3. Table of Influence Validity Test Results (X)

Based on the results of the validity test that have been analyzed, in the Influence variable (X) it is known that of the 5 item numbers tested there were 4 items with valid values and 1 item which was invalid. A total of 4 valid items will be used as research instruments while 1 invalid item will not be used as a research instrument.

| Consumptiv e behavior | No. Que | r Count | r Table | Informatio n |
|-----------------------|---------|---------|---------|--------------|
|-----------------------|---------|---------|---------|--------------|

| indicator (Y) | stio n | | | |
|------------------|--------|--------|-------|---------|
| Impulsive buying | 1 | 0.556 | 0.254 | Valid |
| | 2 | 0.574 | 0.254 | Valid |
| | 3 | 0.697 | 0.254 | Valid |
| | 4 | 0.030 | 0.254 | Invalid |
| | 5 | 0.691 | 0.254 | Valid |
| waste | 1 | 0.726 | 0.254 | Valid |
| | 2 | 0.686 | 0.254 | Valid |
| | 3 | -0.192 | 0.254 | Invalid |
| | 4 | 0.729 | 0.254 | Valid |
| | 5 | 0.623 | 0.254 | Valid |
| | 6 | 0.493 | 0.254 | Valid |
| | 7 | 0.437 | 0.254 | Valid |
| | 8 | 0.712 | 0.254 | Valid |
| | 9 | 0.555 | 0.254 | Valid |
| | 10 | 0.745 | 0.254 | Valid |

Table 4. Table of Consumer Behavior Validity Test Results (Y)

Based on the results of the validity test that have been analyzed, in the consumptive behavior variable (Y) it is known that of the 15 item numbers that were tested, there were 13 items with valid values and 2 items that were invalid. A total of 13 valid items will be used as research instruments while 2 invalid items will not be used as research instruments.

4. CONCLUSION

This research highlights that *boyband* Korea has a deep impact on the consumer behavior of Generation Z. This influence is not only visible in the purchase of goods that are directly related to *boy bands* but also in lifestyle changes and broader cultural trends. For stakeholders, such as companies and marketing, understanding these dynamics can help in designing strategies that are more effective and responsive to the needs and desires of young consumers.

5. SUGGESTION

The author's suggestions require marketing adapted to social media, product development related to K-pop culture, consumer education about financial management, collaboration with influencers and KOLs, continuous research and monitoring.

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