

Pengaruh *Brand Image, Country of Origin, dan Gaya Hidup Hedonis Terhadap Keputusan Pembelian Album Born Pink Blackpink di Akun Instagram Official Indonesia (Studi Kasus Pada *Follower Instagram Blink Official Indonesia*)*

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ABSTRAK

Girl group Korea Selatan Blackpink akan merilis album Born Pink pada tahun 2022 setelah hiatus di tahun 2020. Penelitian ini memastikan bagaimana keputusan pembelian album Born Pink Blackpink dipengaruhi oleh faktor-faktor seperti brand image, country of origin, dan gaya hidup hedonis. Menggunakan non-probability sampling dengan teknik purposive sampling, sebanyak 160 orang dipilih dari followers akun Instagram Blink Official Indonesia untuk mengikuti survei. Metode pengumpulan data menggunakan angket yang diolah dengan analisis regresi linier berganda, uji parsial (t), dan uji simultan (f). Informasi ini telah dipaparkan pada uji instrumen dan uji asumsi klasik. Studi tersebut menunjukkan bahwa keputusan pembelian album Born Pink Blackpink dipengaruhi oleh brand image, country of origin, gaya hidup hedonis. Secara keseluruhan, variabel independen memiliki pengaruh sebesar 51,2% terhadap variabel dependen.

Kata Kunci : Brand Image, Country of Origin, Gaya Hidup Hedonis

ABSTRACT

The South Korean girl group Blackpink will release the album Born Pink in 2022 after going on hiatus in 2020. This study ascertains how the decision to purchase Born Pink Blackpink albums is influenced by factors such as brand image, country of origin, and hedonic lifestyle. Using a non-probability sampling techniques with a purposive sampling techniques, a total of 160 people were selected from the Blink Official Indonesia Instagram account's followers to participate in the survey. A questionnaire is used for the data collection method, which is followed by multiple linear regression analysis, partial test (t), and simultaneous test (f). This information has been exposed to instrument tests and classic assumption tests. The study demonstrates that the decision to purchase the Born Pink Blackpink album is influenced by brand image, country of origin, and hedonic lifestyle. Overall, the independent variables have an influence of 51.2% on the dependent variable.

Keyword : Brand Image, Country of Origin, Hedonist Lifestyle