

BUILDING BRAND LOYALTY IN K-POP ACCESSORIES : THE ROLE OF ENTERTAINMENT, INTERACTIVITY, TRENDINESS AND EWOM

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ABSTRACT

This research explores how entertainment, interactivity, trendiness, and electronic word of mouth (eWOM) affect brand loyalty, with brand awareness and perceived quality serving as mediating variables, within the niche market of K-Pop-themed accessories. The study applies a quantitative explanatory approach and gathers data from 112 Lookcals consumers in Surabaya using snowball sampling with analysis conducted using SPSS 22. Results reveal that brand loyalty is significantly influenced by both brand awareness and perceived quality, with perceived quality having the stronger effect. Perceived quality is significantly driven by entertainment, interactivity, and trendiness, whereas brand awareness is mainly shaped by interactivity and trendiness. eWOM shows no significant direct effect on either mediator. These findings highlight the strategic importance of product quality, trend alignment, and interactive engagement in fostering loyalty within fandom-driven markets, offering theoretical contributions to experiential marketing literature and practical insights for local brands in globalized cultural industries.

Keywords : Experiential Marketing; Brand Awareness; Perceived Quality; Brand Loyalty; K-Pop Accessories

ABSTRAK

Penelitian ini mengkaji pengaruh entertainment, interactivity, trendiness, dan electronic word of mouth (eWOM) terhadap brand loyalty melalui peran mediasi brand awareness dan perceived quality pada pasar aksesoris bertema K-Pop. Dengan menggunakan pendekatan kuantitatif berdesain eksplanatori, data dikumpulkan dari 112 konsumen Lookcals di Surabaya melalui teknik snowball sampling dan dianalisis menggunakan SPSS 22. Hasil penelitian menunjukkan bahwa brand loyalty dipengaruhi secara signifikan oleh brand awareness dan perceived quality, dengan pengaruh perceived quality lebih kuat. Perceived quality terbukti dipengaruhi secara signifikan oleh entertainment, interactivity, dan trendiness, sedangkan brand awareness terutama dibentuk oleh interactivity dan trendiness. eWOM tidak menunjukkan pengaruh langsung yang signifikan terhadap kedua variabel mediasi tersebut. Temuan ini menegaskan pentingnya kualitas produk, kesesuaian dengan tren, serta keterlibatan interaktif dalam membangun loyalitas di pasar yang didorong oleh budaya fandom, sekaligus memberikan kontribusi teoretis pada literatur experiential marketing dan wawasan praktis bagi merek lokal di industri budaya yang terintegrasi secara global.

Kata Kunci : *Experiential Marketing; Brand Awareness; Perceived Quality; Brand Loyalty; Aksesoris K-Pop*

INTRODUCTION

In the current era of globalization, the swift exchange of information, technology, and culture across nations has strengthened interconnections in various aspects of life. One of the global cultural phenomena that has garnered widespread attention is the Korean Wave or Hallyu, particularly through Korean Pop (K-Pop) music. Since the emergence of the legendary group Seo Taiji and Boys in 1992, K-Pop has developed into a global entertainment industry that fuses

multiple musical styles. In Indonesia, its popularity began to emerge in the early 2000s and has continued to grow significantly popular after concerts by major groups such as Super Junior and Girls' Generation in 2009 in Jakarta, supported by the penetration of the streaming platforms that enable direct interaction between idols and fans. The K-Pop phenomenon has not only influenced musical tastes but has also driven the emergence of a strong fandom culture. Fans do not merely enjoy the music but actively support their idols by purchasing merchandise such as albums, lightsticks, clothing, posters, and accessories, which are often released in limited editions. For some fans, K-Pop merchandise is not only a symbol of emotional connection with their idols but also a valuable investment, as some products may appreciate in value over time. This consumption culture presents significant business opportunities, particularly for local brands that can integrate elements of entertainment, interactivity, and trends into their product designs. Lookcals, a brand launched in 2022, capitalizes on this opportunity by offering a variety of K-Pop-themed accessories, including phone cases adorned with decorative stickers and idol photocard holders, as well as unique accessories without phone cases. Lookcals' differentiation lies in its unique, cute, and elegant design touches, coupled with superior product quality. This quality encompasses durability, reliability, user comfort, and attractive packaging. Through the combination of design and quality, Lookcals has the potential to create a consumer experience that drives brand awareness, enhances perceived quality, and ultimately fosters brand loyalty. Although numerous studies have examined the determinants of brand loyalty, most previous research has focused on large-scale industries such as automotive, electronics, and global retail, while research on niche markets such as popular culture-themed accessories, especially K-Pop, is still very limited. Previous studies also tended to test the variables of brand awareness and perceived quality separately or without considering the mediating role of both simultaneously. In addition, although entertainment, interactivity, trendiness, and electronic word of mouth (eWOM) have been recognized as important elements in experiential marketing, empirical evidence testing the simultaneous interrelationship of these four elements in shaping brand loyalty in the Indonesian market is still rare. To bridge this gap, this study offers an original contribution by developing a conceptual model that integrates entertainment, interactivity, trendiness, and eWOM as experiential drivers influencing brand loyalty through a dual mediation pathway, namely brand awareness and perceived quality. The study's focus on the K-Pop-themed accessories industry, which has unique characteristics due to its influence from emotional bonds and group identity (fandom culture), adds theoretical and practical value. By leveraging the context of the local brand, Lookcals, this study not only expands the literature on experience-based marketing and digital marketing communication but also provides strategic insights for local businesses to compete in a market influenced by global culture.

LITERATURE REVIEW

Entertainment

According to (Rauf *et al.*, 2021), entertainment is an attraction that depends on the ability and quality to entertain and change the situation or condition of customers from sad to happy, from bored to comfortable, and from noisy to fresh so that it can maintain customer interest in shopping for products or services from the business being run. According to (Briliana, Ruswidiono and Deitiana, 2021), entertainment has a positive impact on users through the reading of positive comments that can enhance enjoyment of hedonistic entertainment content. According to (Premananto and Watulingas, 2023), entertainment is a series of activities designed to meet consumers' emotional needs, encompassing aspects of balance, relaxation, and enjoyment.

Interactivity

According to (Fahira, Noviana and Tsalis, 2025), interactivity is the ability to interact and participate in marketing activities presented by them or the company. According to (Gao, Rau and Salvendy, 2009), interactivity in marketing can be defined as the level of user engagement with advertising messages or content. According to (Zhang, 2015), interactivity is the activity of consumers interacting on social media with other consumers or with sellers, as well as discussing certain products or brands. According to (Ryndian Gusty *et al.*, 2025), interactivity is social interaction used by companies to identify or create consumer loyalty to the company.

Trendiness

(Naaman, Becker and Gravano, 2011), define trendiness as the condition in which social media content remains current and consistently updated, enabling consumers to access the most recent information. According to (Vo *et al.*, 2022), trendiness is a method of conveying the latest information about products or services to the public. According to (Naaman, Becker and Gravano, 2011), trendiness is a situation or news that occurs in social life and is currently being discussed. According to (Rahmadhani and Priyanti, 2022), trendiness is a movement that experiences an increase or decrease over a long period of time.

Electronic Word Of Mouth

According to (Romadhoni and Ansyah, 2023), eWOM is an online testimonial, encompassing both favorable and unfavorable opinions about products or services that are distributed by users to other users through social networks. According to (Sadewi, Herman and Hambalah, 2023), Electronic Word of Mouth (EWOM) is a source of all information for consumers about products through continuously developing online platforms. According to (Ryzan, Priyowidodo and Tjahji, 2020), EWOM is a form of verbal communication between

users about their views or evaluations of products or services with the aim of providing detailed information.

Brand Awareness

According to (Muadzin and Lenggogeni, 2021), Brand awareness is defined as the degree to which prospective consumers are able to identify and remember a brand in connection with a certain category of products or services. According to (Pradipta Utama and Ningrum Ambarwati, 2022) brand awareness is the recognition of consumers and the planting of memories of products, services, and brands shared by suppliers. According to (Cavallo *et al.*, 2021), Brand awareness reflects the extent to which customers can recognize or recall a product and identify it with a specific brand. According to (Sadewi, Herman and Hambalah, 2023), Brand awareness is the extent to which consumers are able to identify and remember a brand in their memory.

Perceived Quality

According to (Sitanggang *et al.*, 2024), perceived quality is an assessment of the consistency of product or service specifications in terms of the added value of a product. According to (Pastikan Vision Boi Tebulo Laia and Sri Handini, 2022), perceived quality is the overall quality or excellence of a product or service. According to (Widjajanta, Rahayu and Salsabila, 2020), Perceived quality is defined as consumers' evaluation of the overall excellence or superiority of a product or service, aligned with the brand's goals and evaluated against competing alternatives.

Brand Loyalty

According to (Nurhikmat, 2023), brand loyalty is a key role of various elements that shape a brand, which is very significant in building a long-term relationship between a brand and its consumers. According to (Widodo, 2021), Brand loyalty refers to a deep commitment by consumers to continue purchasing a brand in the future, demonstrating their attachment to repeatedly using or consuming its products or services. According to (Maheshwari, Lodorfos and Siril, 2014), brand loyalty is the steadfastness of consumers in consistently purchasing and using the products or services of a particular brand, despite situational influences and marketing efforts that may cause changes in behavior.

RESEARCH METHODS

Method is a method of work that can be used to obtain something. While the research method can be interpreted as a work procedure in the research process, both in searching for data or disclosing existing phenomena (Zulkarnaen, W., Amin, N. N., 2018). A method is generally understood as a systematic way of carrying out activities to achieve a goal. A method refers to the procedures applied throughout the research process, encompassing data collection

and the exploration of observed phenomena (Zulkarnaen, W., et al., 2020:229). This study employs a quantitative approach with an explanatory design, aiming to analyze the relationships among the variables under investigation, including Entertainment, Interactivity, Trendiness, Electronic Word of Mouth, Brand Awareness, Perceived Quality, and Brand Loyalty among consumers of Lookcals accessories in Surabaya. The sampling technique used is snowball sampling, where initial respondents who meet the criteria will recommend other individuals with characteristics consistent with the research. The study involved a total sample of 112 respondents, consisting of both male and female participants aged between 18 and 60 years, who are Lookcals Accessories consumers in Surabaya and have followed the Lookcals social media accounts (TikTok/Instagram) in the past six months, purchased and used the products, and contacted the brand via live chat or customer service. The data obtained were processed using SPSS version 22.0, enabling the study to generate deeper insights into the determinants of consumer loyalty toward Lookcals Accessories in Surabaya. The conceptual model of this study examines how Entertainment, Interactivity, Trendiness, and Electronic Word of Mouth influence Brand Awareness and Perceived Quality, which ultimately impact Brand Loyalty. The proposed research model is illustrated in Figure 1.

RESULT AND DISCUSSION

Respondent Characteristics

This study used a sample of 112 respondents. In this study, respondents were identified based on age range, gender, place of residence, and were consumers of Lookcals Accessories in Surabaya who, in the last 6 months, had followed the Lookcals social media account (TikTok/Instagram), purchased and used its products, and had contacted the company through live chat or customer service. This can be seen in Table 1. The descriptive analysis of respondents based on age data obtained through the questionnaire shows that out of 112 respondents, the results show that 105 respondents or 93.8% are aged 18–24 years, 5 respondents or 4.5% are aged 25–34 years, and 2 respondents or 1.8% are aged 35–44 years. Based on this data, it can be concluded that the majority of respondents are aged 18–24 years. Based on the gender data of the respondents, it was found that female respondents were dominant, with 103 respondents or 92.0%, while male respondents numbered 9 respondents or 8.0%. All 144 respondents in this study (100%) were residents of Surabaya and fulfilled the predetermined respondent criteria.

Validity Test

Referring to Table 2, the validity test results indicate that all indicators or question items in this study are valid. This is evidenced by each item's rcount value being positive and exceeding the rtable threshold of ≥ 0.50 .

Reliability Test

Referring to Table 3, the SPSS test results prove the reliability of all variables, including Entertainment, Interactivity, Trendiness, Electronic Word Of Mouth, Brand Awareness, Perceived Quality, and Brand Loyalty. This reliability is proven by Cronbach's alpha values exceeding the critical threshold of 0.60.

Multiple Regression Analysis

Multiple linear regression analysis is applied to investigate the relationship between several independent variables and a single dependent variable, while also assessing the contribution of each predictor. This approach produces a regression equation, correlation coefficient values, and a coefficient of determination, providing insights into how the research variables contribute to Brand Loyalty. The resulting regression equation shows to determine whether the association between the independent and dependent variables is positive or negative. The regression coefficient values used in this equation are based on the unstandardized coefficients from the regression analysis results. The first multiple regression analysis results show that all independent variables, namely Entertainment, Interactivity, Trendiness, and Electronic Word of Mouth (EWOM), have positive regression coefficients and significantly influence Brand Awareness. Specifically, a one-unit increase in Entertainment and EWOM is each followed by an increase in Brand Awareness of 0.154 units, Interactivity of 0.246 units, and Trendiness of 0.256 units. These findings indicate that all four variables contribute significantly to increasing brand awareness. Details of the variable analysis results can be seen in Table 4.

The results of multiple regression analysis show that all independent variables, namely Entertainment, Interactivity, Trendiness, and Electronic Word of Mouth (EWOM), have positive regression coefficients and significantly influence Perceived Quality (PQ). An increase of one unit in Entertainment is followed by an increase in Perceived Quality of 0.353 units, Interactivity of 0.181 units, Trendiness of 0.210 units, and EWOM of 0.138 units. These findings indicate that the four variables play an important role in improving the perceived quality of products or services. Details of the variable analysis results can be seen in Table 5.

The results of the multiple regression analysis show that the two independent variables, Brand Awareness (BA) and Perceived Quality (PQ), have positive regression coefficients and significantly influence Brand Loyalty (BL). An increase of one unit in Brand Awareness is followed by an increase in Brand Loyalty of 0.353 units, while an increase of one unit in Perceived Quality is followed by an increase in Brand Loyalty of 0.181 units. These findings indicate that brand awareness and perceived quality play an important role in building brand loyalty. Details of the variable analysis results can be seen in Table 6.

Partial Significance Test (T Test)

The T-test functions as a statistical procedure designed to examine the significance of the influence exerted by each independent variable on the dependent variable when considered separately. In this analysis, the significance value (Sig) is the main criterion for determining whether or not there is a significant influence. A Sig value of ≤ 0.05 indicates that the independent variable significantly influences the dependent variable; however, when the Sig value exceeds 0.05, the influence is not statistically significant. Based on the results in Table 7 and Figure 2 (H1), the Entertainment variable has a Sig value of 0.144 (> 0.05), so it does not have a significant effect on Brand Awareness Lookcals in Surabaya. (H2) The Interactivity variable has a Sig value of 0.009 (≤ 0.05), indicating a significant influence on BA. (H3) The Trendiness variable also has a significant influence on Brand Awareness with a Sig value of 0.001. However, (H4) the Electronic Word of Mouth variable has a Sig value of 0.243 (> 0.05) so it does not have a significant effect on Brand Awareness. (H5) For the dependent variable Perceived Quality (PQ), (H5) the Entertainment variable (Sig = 0.000), (H6) Interactivity (Sig = 0.016), and (H7) Trendiness (Sig = 0.042) each have a Sig value ≤ 0.05 , thus significantly influencing Perceived Quality. Conversely, (H8) Electronic Word of Mouth (Sig = 0.190) does not have a significant effect on Perceived Quality. Furthermore, for the dependent variable Brand Loyalty, both (H9) Brand Awareness (Sig = 0.000) and (H10) Perceived Quality (Sig = 0.000) have Sig values ≤ 0.05 , meaning both significantly influence Brand Loyalty among Lookcals in Surabaya.

H1: The effect of Entertainment on Brand Awareness: Rejected

The regression findings show that Entertainment does not contribute significantly to Brand Awareness, as indicated by the coefficient of 0.154 and a significance value of 0.144, suggesting that the variable fails to meet the conventional significance threshold ($p \leq 0.05$). This indicates that an increase in Entertainment does not directly increase Brand Awareness, so this hypothesis is rejected. Although Lookcals has practical features, such as fun and informative social media content and attractive product displays, these elements alone are not sufficient to build Brand Awareness. Instead, Brand Awareness is shaped by other influential factors.

H2: The effect of Interactivity on Brand Awareness: Accepted

The statistical analysis confirms that Interactivity contributes significantly to enhancing Brand Awareness, as evidenced by the regression coefficient of 0.246 and a p-value of 0.009. These findings indicate that Lookcals' interactivity, which includes frequent live streaming, quick responses to questions, and availability at any time, contributes to increased brand awareness among Lookcals consumers. Brand Awareness is reflected in widespread recognition on social media, offering a variety of easily recognizable products, and being popular in the K-

pop accessories category. This confirms that Interactivity plays a crucial role in building Lookcals' Brand Awareness.

H3: The effect of Trendiness on Brand Awareness: Accepted

The findings indicate that Trendiness is a significant predictor of Brand Awareness, supported by a coefficient of 0.256 and a p-value of 0.001. These findings indicate that Lookcals' Trendiness, which includes sharing the latest information on social media, trend-following content, and trend-based product updates, contributes to increased consumer Brand Awareness of Lookcals. Brand Awareness, as reflected in widespread recognition on social media, offers a variety of easily recognizable products, and is popular in the K-pop accessories category. This confirms that Trendiness plays a crucial role in building Lookcals' Brand Awareness.

H4: The effect of Electronic Word Of Mouth on Brand Awareness: Rejected

The statistical evidence suggests that Electronic Word of Mouth does not play a significant role in shaping Brand Awareness, as indicated by the coefficient of 0.154 and p-value of 0.243. This indicates that an increase in Electronic Word of Mouth does not directly increase Brand Awareness, so this hypothesis is rejected. Although the practical features of Lookcals, such as the ease of sharing purchasing experiences, providing reviews, and recommending through social media, these elements alone are insufficient to build Brand Awareness. Instead, Brand Awareness is shaped by other influential factors.

H5: The effect of Entertainment on Perceived Quality: Accepted

The results of multiple regression analysis show that Entertainment has a significant effect on Brand Awareness with a regression coefficient of 0.353 and a significance value of 0.000. These findings indicate that Entertainment Lookcals, which includes fun and informative social media content and attractive product displays, contributes to an increase in Lookcals consumers' Perceived Quality. Perceived Quality is reflected in high product quality, status as a premium accessory product, and durability that is not easily damaged in daily use. This confirms that Entertainment plays a crucial role in building Lookcals' Perceived Quality.

H6: The effect of Interactivity on Perceived Quality: Accepted

The results of multiple regression analysis show that Interactivity has a significant effect on Perceived Quality with a regression coefficient of 0.181 and a significance value of 0.016. These findings indicate that Lookcals' Interactivity, which includes frequent live streaming, quick responses to questions, and availability at any time, contributes to an increase in Lookcals consumers' Perceived Quality. Perceived Quality is reflected in high product quality, status as a premium accessory product, and durability that is not easily damaged in daily use. This underscores that Interactivity plays a crucial role in building Lookcals' Perceived Quality.

H7: The effect of Trendiness on Perceived Quality: Accepted

The results of multiple regression analysis show that Trendiness has a significant effect on Perceived Quality with a regression coefficient of 0.210 and a significance value of 0.042. These findings indicate that Lookcals' Trendiness, which includes sharing the latest information on social media, trend-following content, and trend-based product updates, contributes to an increase in Lookcals consumers' Perceived Quality. Perceived Quality is reflected in high product quality, status as a premium accessory product, and durability that is not easily damaged in daily use. This confirms that Trendiness plays a crucial role in building Perceived Quality for Lookcals.

H8: The effect of Electronic Word Of Mouth on Perceived Quality: Rejected

Multiple regression analysis shows that Electronic Word Of Mouth has no significant impact on Perceived Quality, as reflected in the regression coefficient of 0.138 and significance value of 0.190 (>0.05). This indicates that an increase in Electronic Word of Mouth does not directly increase Perceived Quality, so this hypothesis is rejected. Although practical features on Lookcals, such as the ease of sharing purchasing experiences, providing reviews, and recommending through social media, these elements alone are not sufficient to build Perceived Quality. Instead, Perceived Quality is shaped by other influential factors.

H9: The effect of Brand Awareness on Brand Loyalty: Accepted

The results of multiple regression analysis show that Brand Awareness has a significant effect on Brand Loyalty with a regression coefficient of 0.325 and a significance value of 0.000. These findings indicate that Lookcals Brand Awareness, which includes being widely known on social media, offering a variety of easily recognizable products, and being popular in the K-pop accessories category, contributes to an increase in consumer Brand Awareness of Lookcals. Brand Loyalty is reflected in preferences, making it the primary choice for accessories, the intention to repurchase, and the desire to recommend it to close friends and family. This underscores that Brand Awareness plays a crucial role in building Lookcals' Brand Loyalty.

H10: The effect of Perceived Quality on Brand Loyalty: Accepted

The statistical evidence confirms that Perceived Quality is a key determinant of Brand Loyalty, supported by a regression coefficient of 0.532 and a p-value of 0.000, indicating a highly significant relationship. These findings indicate that Perceived Quality Lookcals, which includes high product quality, status as a premium accessory product, and durability that is not easily damaged in daily use, contributes to increased Brand Loyalty among Lookcals consumers. Brand Loyalty is reflected in preferences, making it the primary choice for accessories, the intention to repurchase, and the desire to recommend it to close friends and family. This underscores that Perceived Quality plays a crucial role in building Lookcals' Brand Loyalty.

CONCLUSION

Drawing on the calculations and interpretations presented earlier, this section provides a detailed discussion of the research findings. From the respondents' general profile, it is evident that the majority of participants in this study were female (92%) aged 18–24 years (93.8%). This demographic dominance reflects the strong appeal of K-Pop accessories among young women in Surabaya who are highly involved in fandom culture and have a strong tendency to purchase merchandise as a form of identity expression and emotional attachment to their idols. This group is also active on social media, making them highly responsive to experiential marketing elements such as interactivity and trendiness. In accordance with the proposed research model, brand loyalty is influenced by brand awareness and perceived quality. The regression results show that perceived quality has the strongest influence on brand loyalty with a standardized coefficient of 0.532, followed by brand awareness with a coefficient of 0.325. Perceived quality itself is most strongly influenced by entertainment (0.353), followed by trendiness (0.210) and interactivity (0.181), while electronic word of mouth (EWOM) does not show a significant influence. Meanwhile, brand awareness is most influenced by trendiness (0.256) and interactivity (0.246), while entertainment and EWOM do not contribute significantly. These findings indicate that the main drivers of brand loyalty in the K-Pop accessories market are high product quality, reflected in durability, attractive packaging, and premium designs, combined with consistent brand recognition through trend updates and active interaction. For Lookcals, improving perceived quality through continuous product innovation, premium material selection, and strict quality control will have the greatest impact on long-term consumer loyalty. At the same time, maintaining trendiness by aligning product design and promotional content with the latest K-Pop trends will ensure brand awareness remains high. Strengthening interactivity through live streaming, responsive customer service, and active engagement on social media will further reinforce brand perception and loyalty. Although EWOM does not have a significant direct impact on brand awareness or perceived quality, this factor remains important to optimize. Strategic initiatives such as encouraging user-generated content, collaborating with micro-influencers, and implementing loyalty programs that incentivize consumers to share positive experiences can strengthen the indirect effects of brand advocacy. By integrating these strategies, Lookcals can maximize consumer engagement, strengthen emotional bonds within fan culture, and maintain competitiveness in a global market driven by trends.

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FIGURES AND TABLES

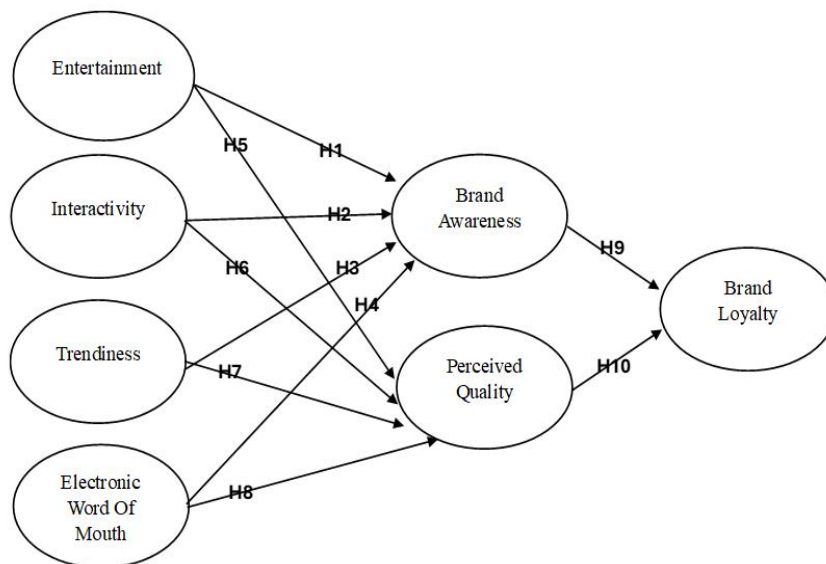


Table 1. Respondent Description Analysis

Respondent Characteristics	Number of Respondents	Percentage
Gender		
Male	9 Respondents	8.0%
Female	103 Respondents	92.0 %
Age		
18 - 24	105 Respondents	93.8%
25 - 34	5 Respondents	4.5%
35 - 44	2 Respondents	1.8%

Table 2. Validity Test

Variable	Indicator	Loading Factor	Loading Factor
Entertainment	X1.1.1	0.679	Valid
	X1.1.2	0.434	Valid
	X1.1.3	0.636	Valid
Interactivity	X1.2.1	0.692	Valid
	X1.2.2	0.63	Valid

	X1.2.3	0.662	Valid
	X1.3.1	0.667	Valid
Trendiness	X1.3.2	0.561	Valid
	X1.3.3	0.64	Valid
Electronic Word Of	X1.4.1	0.693	Valid
Mouth	X1.4.2	0.729	Valid
	X1.4.3	0.718	Valid
Brand Awareness	X2.1.1	0.730	Valid
	X2.1.2	0.648	Valid
	X2.1.3	0.676	Valid
Perceived Quality	X2.2.1	0.824	Valid
	X2.2.2	0.808	Valid
	X2.2.3	0.751	Valid
Brand Loyalty	Y.1	0.823	Valid
	Y.2	0.651	Valid
	Y.3	0.806	Valid

Table 3. Reliability Test

Variables	Cronbach's Alpha	Critical Value	Description
Entertainment	0.712	0.6	Reliable
Interactivity	0.741	0.6	Reliable
Trendiness	0.720	0.6	Reliable
Electronic Word Of Mouth	0.794	0.6	Reliable
Brand Awareness	0.668	0.6	Reliable
Perceived Quality	0.824	0.6	Reliable
Brand Loyalty	0.637	0.6	Reliable

Table 4. Multiple Regression Analysis of *Brand Awareness*

Variables	Standirzed Coefficients
Entertainment	0.154
Interactivity	0.246
Trendiness	0.256
Electronic Word Of Mouth	0.154

Table 5. Multiple Regression Analysis of *Perceived Quality*

Variables	Standirzed Coefficients
Entertainment	0.353
Interactivity	0.181
Trendiness	0.210
Electronic Word Of Mouth	0.138

Table 6. Multiple Regression Analysis of *Brand Loyalty*

Variables	Standirzed Coefficients
Brand Awareness	0.325
Perceived Quality	0.532

Table 7. Hypothesis Testing

Research Model	t	Sig.	Description
H1 Entertainment has a significant effect on Brand Awareness	1.471	0.144	Rejected
H2 Interactivity has a significant effect on Brand Awareness	2.674	0.009	Accepted
H3 Trendiness has a significant effect on Brand Awareness	3.463	0.001	Accepted
H4 Electronic Word Of Mouth has a significant effect on Brand	1.174	0.243	Rejected

	Awareness			
H5	Entertainment has a significant effect on Perceived Quality	3.859	0.000	Accepted
H6	Interactivity has a significant effect on Perceived Quality	2.455	0.016	Accepted
H7	Trendiness has a significant effect on Perceived Quality	2.056	0.042	Accepted
H8	Electronic Word Of Mouth has a significant effect on Perceived Quality	1.319	0.190	Rejected
H9	Brand Awareness has a significant effect on Brand Loyalty	3.645	0.000	Accepted
H10	Perceived Quality has a significant effect on Brand Loyalty	6.817	0.000	Accepted

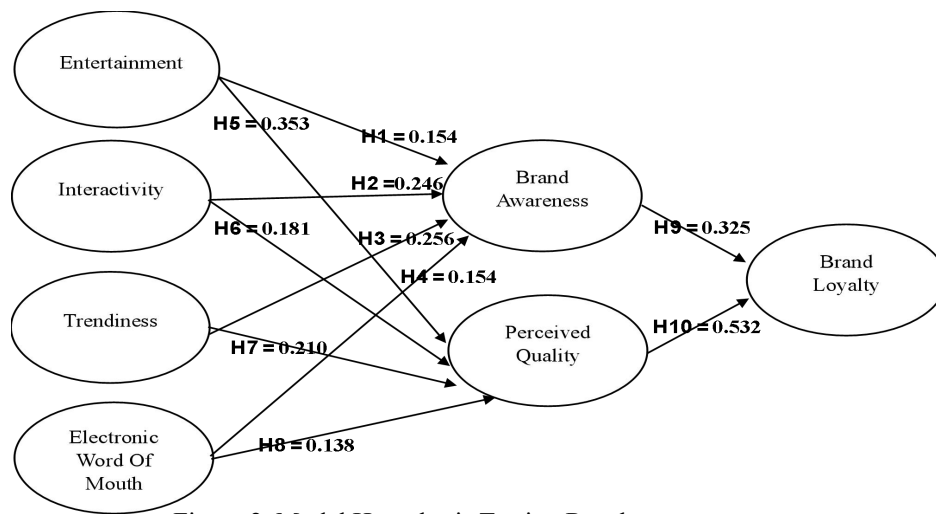


Figure 2. Model Hypothesis Testing Results