

TABLE OF CONTENTS

Title page	i
Approval Page.....	ii
Legalization Page	iii
Declaration of Authenticity	iv
Acknowledgements	v
List of Tables	xi
List of Figures	xii
List of Appendices.....	xiii
Abstract (in English).....	xiv
Abstrak (in Bahasa Indonesia)	xv
CHAPTER I: INTRODUCTION	1
1.1 Background of Study.....	1
1.2 Problem Formulation.....	4
1.3 Limitation of Research	4
1.4 Research Objectives	5
1.5 Benefits of Research.....	5
1.6 Systematical Writing.....	6
CHAPTER II: LITERATURE REVIEW	8
2.1. Theoretical Review.....	8

2.1.1	Korean Pop	8
2.1.2	Relationship Marketing	12
2.1.3	Vanity Traits	15
2.1.4.	Variety Seeking.....	17
2.1.5	Peer Norm.....	18
2.1.6	Idol Attachment	18
2.1.7	Customer Loyalty.....	19
2.1.8	Customer Advocacy	20
2.1.9	Vanity Traits And Idol Attachment.....	21
2.1.10	Variety Seeking And Idol Attachment.....	22
2.1.11	Peer Norm and Idol Attachment.....	23
2.1.12	Idol Attachment and Customer Loyalty.....	23
2.1.13	Customer Loyalty and Customer Advocacy	24
2.2	Theoretical Framework.....	25
CHAPTER III: RESEARCH METHOD		26
3.1	Type of study	26
3.2	Population and sample.....	27
3.3	Data Collection	28
3.4	Operational Definition and Measurement of Variable	29
3.4.1	Independent Variable	29
3.4.2	Dependent Variable.....	31
3.4.3	Mediator Variable	32
3.5	Validity and Reliability Research Instruments.....	33
3.6	Analysis Techniques.....	37
3.6.1	Respondents' Characteristics	37

3.6.3	Model Development Based on Theory	38
CHAPTER IV: DATA ANALYSIS AND DISCUSSION		43
4.1	Characteristics of Respondents	43
4.2	Descriptive Statistic.....	48
4.3	Reliability and Validity Analysis	54
4.4	Normality Test	57
4.5	Outlier Test	59
4.6	Goodness of Fit Measurements.....	63
4.7	Hypothesis Testing and Discussion of Research Resulted	64
4.8	Result Discussion.....	67
4.8.1	The Influence of Physical Vanity on Idol Attachment.....	67
4.8.2	The Influence of Achievements Vanity on Idol Attachment.....	68
4.8.3	The Influence of Variety Seeking on Idol Attachment.....	68
4.8.4	The Influence of Peer Norm on Idol Attachment.....	69
4.8.5	The Influence of Customer Loyalty on Idol Attachment.....	70
4.8.6	The Influence of Customer Loyalty on Customer Advocacy.....	71
CHAPTER V: CONCLUSIONS AND RECOMMENDATIONS		72
5.1	Conclusions.....	72
5.2	Research Limitations.....	73
5.3	Managerial Implications.....	73
REFERENCES.....		75

LIST OF TABLES

Table 3.1 Pilot Test Result.....	33
Table 3.2 Goodness of Fit Index.....	42
Table 4.1 Gender of Respondents.....	43
Table 4.2 Age of Respondents.....	44
Table 4.3 Location of Respondents.....	45
Table 4.4. Most Likely Group of Respondents.....	47
Table 4.5 Descriptive Analysis of Vanity Traits.....	48
Table 4.6 Descriptive Analysis of Variety Seeking.....	49
Table 4.7 Descriptive Analysis of Peer Norms.....	50
Table 4.8 Descriptive Analysis of Idol Attachment.....	51
Table 4.9 Descriptive Analysis of Customer Loyalty.....	52
Table 4.10 Descriptive Analysis of Customer Advocacy.....	53
Table 4.11 Validity and Reliability Test (AMOS).....	54
Table 4.12 Normality Test (AMOS).....	57
Table 4.13 Outlier Test (AMOS).....	59
Table 4.14 Goodness of Fit Result.....	63
Table 4.15 Hypothesis Testing Result Model.....	65

LIST OF FIGURES

Figure 2. 1 Research Framework 25

Figure 4. 1 Result of Research Model 65



LIST OF APPENDICES

Appendix A. Research Questionnaires.....	83
Appendix B. Validity & Reliability Test Of Research Instruments (SPSS).....	89
Appendix C. Validity & Reliability Test Of Research Instruments (AMOS).....	96
Appendix D. Output Of Full Model Analysis (AMOS).....	103

