CHAPTER IV

DATA ANALYSIS AND DISCUSSION

4. 1   Characteristics of Respondents

4. 1. 1 Gender

The gender classification was used to identify the different responses of each gender. Each gender was expected to react differently towards the favorite idol and the reason why they were worshiping the idol. Male and female may be able to express these traits based on social norms in different ways.

Table 4.1 Gender of Respondents

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	9	2.3	2.3	2.3
	Female	391	97.8	97.8	100.0
	Total	400	100.0	100.0	

Sources: Primary Data (Processed), 2019

Based on Table 4.1, female respondents were still dominant. There were 391 female respondents who were believed as the K-Pop fans and only 9 males contributed in this research. The above table shows that there were approximately 95.5 percent differences between male and female with the majority of these were females.

4. 1. 2. Age

Age is one of the classifications that determine the successful of this research. The researcher limited the age of 15-24 because this research focused on the favorite artists debuted in mid-2010 until present. This range of age is recognized as the Youth generation.

Table 4.2 Age of Respondents

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 - 17 years old	157	39.3	39.3	39.3
	18 - 21 years old	171	42.8	42.8	82.0
	22 - 24 years old	72	18.0	18.0	100.0
	Total	400	100.0	100.0	

Sources: Primary Data (Processed), 2019

From Table 4.2, the respondents were dominated by the age of 18-21 of 171 respondents. Meanwhile, respondents who were between the age of 15-17 was 39.3% and age of 22-24 was 18.0%. From the total 400 respondents, it can be concluded that the majority of the respondents was between the age of 18-21. In sum, it should be known that all the results of this research were the reflection of the Youth generation's behavior.

4. 1. 3. Locations

In this research, the respondents were widespread in Indonesia. The data show which areas are mostly K-Pop fans can be found. The respondents are listed as follow based on the classification zone of the origin of the respondents:

Table 4.3 Location of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bali	7	1.8	1.8	1.8
	Bandung	16	4.0	4.0	5.8
	Banjarmasin	2	.5	.5	6.3
	Banjarnegara	1	.3	.3	6.5
	Banyuwangi	1	.3	.3	6.8
	Bekasi	25	6.3	6.3	13.0
	Bengkulu	1	.3	.3	13.3
	Binjai	1	.3	.3	13.5
	Bitung	2	.5	.5	14.0
	Bogor	14	3.5	3.5	17.5
	Bojonegoro	1	.3	.3	17.8
	Boyolali	1	.3	.3	18.0
	Brebes	1	.3	.3	18.3
	Cilacap	2	.5	.5	18.8
	Cirebon	4	1.0	1.0	19.8
	Demak	1	.3	.3	20.0
	Depok	8	2.0	2.0	22.0
	Garut	3	.8	.8	22.8
	Gorontalo	1	.3	.3	23.0
	Gresik	1	.3	.3	23.3
	Indramayu	5	1.3	1.3	24.5
	Jakarta	59	14.8	14.8	39.3
	Jambi	4	1.0	1.0	40.3
	Jember	2	.5	.5	40.8
	Jepara	1	.3	.3	41.0
	Karawang	5	1.3	1.3	42.3
	Kebumen	2	.5	.5	42.8
	Kediri	2	.5	.5	43.3
	Kendari	1	.3	.3	43.5
	Lampung	5	1.3	1.3	44.8
	Lombok	1	.3	.3	45.0
	Madiun	3	.8	.8	45.8

Magelang	4	1.0	1.0	46.8
Makassar	7	1.8	1.8	48.5
Malang	6	1.5	1.5	50.0
Manado	1	.3	.3	50.2
Mataram	1	.3	.3	50.5
Medan	7	1.8	1.8	52.3
Mojokerto	1	.3	.3	52.5
Nganjuk	1	.3	.3	52.8
Padang	2	.5	.5	53.3
Palembang	3	.8	.8	54.0
Pangkalpinang	3	.8	.8	54.8
Papua	1	.3	.3	55.0
Pasuruan	2	.5	.5	55.5
Pati	1	.3	.3	55.8
Pekalongan	6	1.5	1.5	57.3
Pekanbaru	8	2.0	2.0	59.3
Pemalang	1	.3	.3	59.5
Ponorogo	1	.3	.3	59.8
Pontianak	1	.3	.3	60.0
Purwakarta	2	.5	.5	60.5
Purwokerto	3	.8	.8	61.3
Purworejo	1	.3	.3	61.5
Rembang	1	.3	.3	61.8
Salatiga	1	.3	.3	62.0
Samarinda	3	.8	.8	62.7
Semarang	16	4.0	4.0	66.8
Solo	10	2.5	2.5	69.3
Sukabumi	3	.8	.8	70.0
Sumedang	1	.3	.3	70.3
Surabaya	13	3.3	3.3	73.5
Surakarta	3	.8	.8	74.3
Tangerang	15	3.8	3.8	78.0
Tasikmalaya	5	1.3	1.3	79.3
Tegal	1	.3	.3	79.5
Tulungagung	1	.3	.3	79.8

Yogyakarta	81	20.3	20.3	100.0
Total	400	100.0	100.0	

Sources: Primary Data (Processed), 2019

As shown in Table 4.3, 20.3% of the respondent mostly came from Yogyakarta. Jakarta as the capital city of Indonesia was the second place with 59 respondents. In total, the respondents came from 68 cities around Indonesia. The data above can be used for the music industry to consider such offline activities in order to bring the Idol closer to the fans.

4. 1. 4. Favorite artists

BTS, BLACKPINK, EXO and iKON were listed in the questionnaires. The classification of these groups was based on K-Pop generation. These groups were recognized as 3rd generation where their fans were mostly millennial generations.

Table 4.4. Most Likely Group of Respondents

		Responses		Percent of Cases
		N	Percent	
Favorite Artists	BTS	267	53.1%	66.8%
	BLACKPINK	67	13.3%	16.8%
	EXO	105	20.9%	26.3%
	iKON	64	12.7%	16.0%
Total		503	100.0%	125.8%

Sources: Primary Data (Processed), 2019

As shown in Table 4.4, 53.1% of respondents chose BTS because they were familiar with this name. It proved that BTS still took the higher place as the most

likely and chosen group among other followed by EXO with 20.9%, BLACKPINK with 13.3% and lastly iKON with 12.7%.

4.2   Descriptive Statistic

As mentioned before in the research methodology, the research used five Likert scale, 1 stands for strongly disagree and 5 stands for strongly agree. However, to assess the questionnaires result, there is certain calculation, as follow:

The lowest perception point is 1

The higher perception point is 5

$$Intervals = \frac{5-1}{5} = 0.8$$

Thus, the obtained perception limits were as follow:

1.00 - 1.79 = Strongly Disagree

1.80 - 2.59 = Disagree

2.60 - 3.39 = Enough

3.40 – 4.19 = Agree

4.20 – 5.00 = Strongly Agree

4.2.1 Vanity Traits

The result of descriptive analysis of vanity traits can be seen in Table 4.5 as follow:

Table 4.5 Descriptive Analysis of Vanity Traits

No.	Attributes of Vanity Traits	Mean	Category
	Physical Traits	**3.62**	**Agree**
1	The way my idol look is extremely important to me	3.6625	Agree
2	I am very concern about my idol appearance	3.5775	Agree
	Achievement Traits	**3.835**	**Agree**
1	Good singing skills are an obsession for me	3.9550	Agree
2	I look up to my idol because of their professional vocal acclamation	3.7150	Agree

Source: Primary Data (Processed), 2019

The descriptive analysis in Table 4.5 above shows that the average assessment of 400 respondents for variable physical traits was 3.62. This point was categorized as agree value which means that the respondents agreed that the physical appearance of their idol was important. Whereas, the evaluation for achievement traits was 3.84 which indicated as agree value. In sum, the respondents agreed that the physical appearance and achievements were two of the reasons that strengthen their bond with the idol.

4.2.2 Variety Seeking

The result of descriptive analysis of variety seeking can be seen in Table 4.6 as follow:

Table 4.6 Descriptive Analysis of Variety Seeking

No.	Attributes of Variety Seeking	Mean	Category
1	I would rather stick with an idol that I really like than try other idol which I am not familiar with. (R)	2.5950	Fair
2	If I really like an idol, I rarely switch from their music just to try others music. (R)	2.8275	Fair
3	I tend to buy/stream those released albums/songs by the idol I really like rather than to listen to another idol. (R)	2.7025	Fair
4	I will always listen to my idol songs even though the genre of songs has changed. (R)	2.5250	Fair
	Variety Seeking	**2.6625**	**Fair**

Source: Primary Data (Processed), 2019

Table 4.6 shows the average value of variety seeking of 2.66 meaning that it still had fair value. The indicator for this variable was asked in reverse. Whereas, the highest mean was 2.83 with the indicator of "If I really like an idol, I rarely switch from their music just to try others music and followed with the indicator" and "I tend to buy/stream those released albums/songs by the idol I really like rather than to listen to another idol" of 2.70.

4.2.3 Peer Norms

The result of descriptive analysis of peer norms can be seen in Table 4.7 as follow:

Table 4.7 Descriptive Analysis of Peer Norms

No.	Attributes of Peer Norms	Mean	Category
1	My inner circle would approve my choice to idolize one idol.	3.7075	Agree
2	My inner circle thinks it is okay to idolize someone.	4.1425	Agree
3	My inner circle would respect all the action that I take toward my idol.	3.8975	Agree
4	I feel comfortable telling stories about my idol to my closest friends.	3.8525	Agree
	Peer norms	3.9	Agree

Source: Primary Data (Processed), 2019

Table 4.7 above described the descriptive analysis of peer norm variable. The average assessment of peer norms was 3.9 which means agree value. These indicators showed the influence of peer group on the personal decision making of human. The highest mean in these indicators was 4.14 on "My inner circle thinks it is okay to idolize someone".

4.2.4   Idol Attachment

The result of descriptive analysis of idol attachment can be seen in Table 4.8 as follow:

Table 4.8 Descriptive Analysis of Idol Attachment

No.	Attributes of Idol Attachment	Mean	Category
1	I feel better if I am not being away from or without my idol.	3.9400	Agree
2	I feel personally connected to my idol when I see their social media post.	3.7475	Agree
3	I miss my idol when he/she does not post any video/photo on social media.	3.9350	Agree
4	I feel sad when I hear about my idol having a relationship (dating) with another artist.	3.2450	Fair
	Idol Attachment	**3.7170**	**Agree**

Source: Primary Data (Processed), 2019

Based on the descriptive analysis in Table 4.8, the average evaluation for this variable was 3.72. This value indicated as agree value that showed the four indicators above. From the total 400 respondents, mostly they agreed to the three indicators except for the indicator of "I feel sad when I hear about my idol having a relationship (dating) with another artist" of 3.25 as a fair value.

4.2.5 Customer Loyalty

The result of descriptive analysis of customer loyalty can be seen in Table 4.9 as follow:

Table 4.9 Descriptive Analysis of Customer Loyalty

No.	Attributes of Customer Loyalty	Mean	Category
1	I am willing to watch my idol if they are in some TV shows.	4.1625	Agree
2	I am willing to wake up until midnight / morning just to listen to the release of my idol music for the first time.	3.7200	Agree
3	I will keep purchase my idol legal music product in the future.	3.3325	Fair
4	I plan to purchase their next new albums/songs/merchandise even though I do not know if it is good.	3.2750	Fair
	Customer Loyalty	**3.6225**	**Agree**

Source: Primary Data (Processed), 2019

Based on the results of the descriptive analysis presented in Table 4.9, the average assessment of total 400 respondents was 3.62. This number was classified as agree value which mean that the respondents mostly agreed on the indicator. There were four indicators in this variable where two of them categorized as agree value and the rest two indicators were fair value.

4.2.6 Customer Advocacy

The result of descriptive analysis of customer advocacy can be seen in Table 4.10 as follow:

Table 4.10 **Descriptive Analysis of Customer Advocacy**

No.	Attributes of Customer Advocacy	Mean	Category
1	I will share my opinion after hearing my idol's music on social media.	3.7925	Agree
2	I will tell my friends if I like their music.	4.0275	Agree
3	I will always share positive experience about my idol.	4.2400	Strongly Agree
4	I will share my experience after purchase their product/music and recommend it to my friends to buy.	3.6675	Agree
	Customer Advocacy	**3.932**	**Agree**

Source: Primary Data (Processed), 2019

The descriptive analysis in Table 4.10 above shows that the average assess ment of 400 respondents for variable customer advocacy was 3.93. The number identified as agree value which confirmed the indicators above. One indicator was categorized as strongly agree with 4.24— I will always share positive experience about my idol. The rest of indicators were mostly classified as agree value.

4.3 Reliability and Validity Analysis

Reliability and validity analysis were conducted to examine whether the research instrument had already met the criteria of valid and reliable. In total, there were 18 lists of statement that were asked to the 400 respondents. Each of statement was tested for different variables. The software used AMOS version 21 in this

research. There are some standards in AMOS, if the loading factor value for each indicator is more than 0.5 ($\mu > 0.5$), the data can be indicated as valid. Whereas in the reliability test, the data can be declared reliable if the structure exceeds 0.7 (Ghozali, 2011).

Table 4.11 Validity and Reliability Test (AMOS)

Variable	Indicator	Loading Factor (λ)	Standard Error (ε)	Σ(λ)	Σ(ε)	Construct Reliability	Label
Vanity Traits				2.55	1.94	0.770717	Reliable
	VT1	0.505	0.725				Valid
	VT2	0.692	0.477				Valid
	VT1	0.853	0.256				Valid
	VT2	0.503	0.481				Valid
Variety Seeking				2.50	1.96	0.761585	Reliable
	VS1	0.526	0.483				Valid
	VS2	0.73	0.417				Valid
	VS3	0.609	0.604				Valid
	VS4	0.634	0.451				Valid
Peer Norms				2.75	1.69	0.817109	Reliable
	PN1	0.610	0.485				Valid
	PN2	0.851	0.220				Valid

Variable	Indicator	Loading Factor (λ)	Standard Error (ε)	$\sum(\lambda)$	$\sum(\varepsilon)$	Construct Reliability	Label
	PN3	0.756	0.340				Valid
	PN4	0.530	0.644				Valid
Idol Attachment				2.62	1.96	0.77736	Reliable
	IA1	0.665	0.397				Valid
	IA2	0.647	0.526				Valid
	IA3	0.717	0.457				Valid
	IA4	0.587	0.580				Valid
Customer Loyalty				2.65	2.26	0.757086	Valid
	CL1	0.547	0.568				Valid
	CL2	0.713	0.664				Valid
	CL3	0.686	0.525				Valid
	CL4	0.708	0.503				Valid
Customer Advocacy				2.72	2.11	0.777891	Reliable
	CA1	0.654	0.623				Valid
	CA2	0.795	0.349				Valid
	CA3	0.604	0.529				Valid

Variable	Indicator	Loading Factor (λ)	Standard Error (ε)	Σ(λ)	Σ(ε)	Construct Reliability	Label
	CA4	0.668	0.613				Valid

Source: Primary Data (Processed), 2019

The results from Table 4.10, shows that every indicator in each variable passed the validity test. The outcome of the loading factors were more than 0.5 (λ>0.5). As well as the reliability test, each variable was classified as reliable because of the result which was greater than 0.7. To sum up the analysis, the overall study instruments were reliable. Thus, this research can be used.

4.4 Normality Test

The normality test was conducted to identify the normality of result number. AMOS program version 21.0 helped to weeded out the unnecessary result. Therefore, the critical ratio or C.R in AMOS from the value of skewness and kurtosis of data distribution were used as the standard. According to Ghozali (2011), the critical value was ± 2.58 at a significant level of 0.01. Since the sample size was categorized as very large, the multivariate of skewness and kurtosis should not be applied.

Table 4.12 Normality Test (AMOS)

Variable	min	max	skew	c.r.	kurtosis	c.r.
CA4	1.000	5.000	-.401	-3.271	-.404	-1.651
CA3	1.000	5.000	-.946	-7.721	.115	.470
CA2	1.000	5.000	-.804	-6.565	.151	.618
CA1	1.000	5.000	-.594	-4.850	-.204	-.833

Variable	min	max	skew	c.r.	kurtosis	c.r.
CL1	1.000	5.000	-.838	-6.843	.095	.389
CL2	1.000	5.000	-.473	-3.859	-.725	-2.959
CL3	1.000	5.000	-.019	-.155	-.249	-1.015
CL4	1.000	5.000	-.038	-.310	-.346	-1.414
IA4	1.000	5.000	.216	1.764	-.285	-1.163
IA3	1.000	5.000	-.593	-4.843	-.356	-1.452
IA2	1.000	5.000	-.386	-3.153	-.377	-1.538
IA1	1.000	5.000	-.311	-2.541	-.461	-1.883
PN4	1.000	5.000	-.576	-4.700	-.153	-.626
PN3	1.000	5.000	-.366	-2.987	-.475	-1.941
PN2	1.000	5.000	-.904	-7.380	.349	1.427
PN1	1.000	5.000	-.160	-1.304	-.557	-2.275
VS1	1.000	5.000	-1.153	-9.416	-.002	-.010
VS2	1.000	5.000	-.486	-3.968	-.056	-.230
VS3	1.000	5.000	-.494	-4.036	-.271	-1.107
VS4	1.000	5.000	-.761	-6.210	-.719	-2.935
VT3	1.000	5.000	-.620	-5.063	-.253	-1.031
VT4	1.000	5.000	.036	.294	-.380	-1.551
VT1	1.000	5.000	-.238	-1.940	-.583	-2.381
VT2	1.000	5.000	-.290	-2.370	-.291	-1.188
Multivariate					61.627	17.445

Source: Primary Data (Processed), 2019

From Table 4.12, show that the multivariate was high which was 17.445. According to Arbuckle (1997), the deviations from multivariate normality may or may not affect the whole results of analysis. Besides, a departure from normality that is big enough to be significant could still be small enough to be harmless. Since, there is no inferences about actual population parameters are intended, and thus the

most important object is the significance of relationships between variables in the model. The minor departures may pose no threat to the conclusions reached in this research. Moreover, some expert believes that the normality tests are only supplementary to the graphical assessment of normality.

4.5 Outlier Test

The outlier test was done by examining the extreme or unusual outcomes from the research. It was necessary to evaluate the multivariate outliers through AMOS output of Mahalanobis Distance. The criteria used were at the level of p <0.001. From the result, it was found that the number of multivariate outliers was 51.179. This means that all data with the value of greater than 51.179 were multivariate outliers.

Table 4.13 Outlier Test (AMOS)

Observation number	Mahalanobis d-squared	p1	p2
30	65.927	.000	.004
128	64.611	.000	.000
211	57.723	.000	.000
60	57.545	.000	.000
293	56.860	.000	.000
254	56.020	.000	.000
14	55.183	.000	.000
49	54.838	.000	.000
234	54.180	.000	.000
108	53.861	.000	.000
263	53.173	.001	.000

Observation number	Mahalanobis d-squared	p1	p2
166	50.322	.001	.000
206	48.796	.002	.000
101	48.380	.002	.000
227	47.653	.003	.000
70	47.339	.003	.000
347	46.930	.003	.000
269	46.877	.003	.000
112	46.530	.004	.000
297	46.182	.004	.000
315	46.094	.004	.000
110	45.616	.005	.000
357	45.455	.005	.000
57	44.458	.007	.000
301	43.950	.008	.000
276	43.815	.008	.000
59	43.752	.008	.000
143	42.612	.011	.000
163	41.770	.014	.000
94	41.703	.014	.000
265	41.348	.015	.000
218	40.714	.018	.000
284	40.273	.020	.000
106	39.294	.025	.000
19	39.142	.026	.000
104	38.828	.028	.000
261	38.687	.029	.000
50	38.380	.032	.000

Observation number	Mahalanobis d-squared	p1	p2
396	38.254	.033	.000
283	38.225	.033	.000
90	38.014	.035	.000
322	37.732	.037	.000
212	37.502	.039	.000
95	37.209	.042	.000
5	36.878	.045	.000
326	36.703	.047	.000
51	36.660	.047	.000
309	35.659	.059	.000
40	35.389	.063	.000
198	35.347	.063	.000
334	35.307	.064	.000
154	35.077	.067	.000
164	34.578	.075	.000
189	34.560	.075	.000
240	34.525	.076	.000
350	34.253	.080	.000
384	34.224	.081	.000
208	33.886	.087	.000
210	33.412	.096	.001
245	33.281	.098	.001
6	32.931	.106	.002
25	32.834	.108	.002
88	32.687	.111	.003
290	32.557	.114	.003
335	32.167	.123	.012

Observation number	Mahalanobis d-squared	p1	p2
105	31.979	.128	.017
274	31.867	.130	.019
76	31.865	.130	.013
124	31.840	.131	.010
63	31.801	.132	.009
52	31.517	.139	.019
291	31.417	.142	.020
113	31.365	.144	.018
289	31.301	.145	.017
125	31.214	.148	.017
259	31.158	.149	.015
92	31.133	.150	.012
328	30.932	.156	.020
150	30.888	.157	.018
24	30.780	.160	.020
137	30.659	.164	.024
53	30.429	.171	.043
209	30.361	.173	.042
375	30.221	.178	.054
77	30.055	.183	.073
207	30.051	.183	.059
61	29.973	.186	.060
171	29.824	.191	.078
184	29.819	.191	.063
117	29.766	.193	.059
256	29.732	.194	.052
87	29.548	.200	.079

Observation number	Mahalanobis d-squared	p1	p2
195	29.493	.202	.075
179	29.076	.217	.211
156	29.019	.219	.207
111	28.974	.221	.197
340	28.764	.229	.280
258	28.654	.233	.310
278	28.365	.245	.472
13	28.269	.249	.498

Source: Primary Data (Processed), 2019

Table 4.13 above described the value of Mahalanobis distance. From the table, it can be concluded that the value of greater than 51.179 were classified as multivariate outlier. There were some of the outlier that were detected in this research, but this did not really affect the whole result of research because of the sample was 400, very large sample.

4.6 Goodness of Fit Measurements

One of the usual techniques to evaluate the goodness of the proposed models in the social science research is by using Structural Equation Modelling or commonly called as SEM. In order to identify the goodness of the proposed model, the hypotheses were tested using the standard in goodness of fit indices. Thus, the following are the result of goodness of fit;

Table 4.14 Goodness of Fit Result

Constructs	$\mathcal{X}^2$	RSMEA	GFI	TLI	CFI	Status
Model	430.661	0.045	0.920	0.918	0.929	Good Fit

Source: Primary Data (Processed), 2019

Table 4.14 showed that the research had met the five goodness of fit indices. It means that it already met the criteria of goodness of fit. The outcome for Root Mean Square Error of Approximation (RMSEA) indicated as good fit because it was ≤ 0.08 which was based on the standard following with the result of Goodness of Fit Index (GFI) 0.920—compared to the standard ≥ 0.90.

Haryono (2017) indicated that a researcher does not need to meet all the fitness criteria. The use of 4 to 5 fitness criteria is considered to be adequate for the evaluation of feasibility of a model, as stated in Haryono's (2017) reports. Therefore, the model proposed in this research was accepted based on the general measure of fitness above.

4.7   Hypothesis Testing and Discussion of Research Resulted

As mentioned in previous chapter, there were six (6) variables tested in this research. The proposed hypotheses were also 6 relationships. The probability result of the standard regression weight estimate was evaluated to determine whether the hypotheses were supported or not. It is possible to support this hypothesis if the probability value is less than 0.05 (p<0.05). The following figure shows the results:
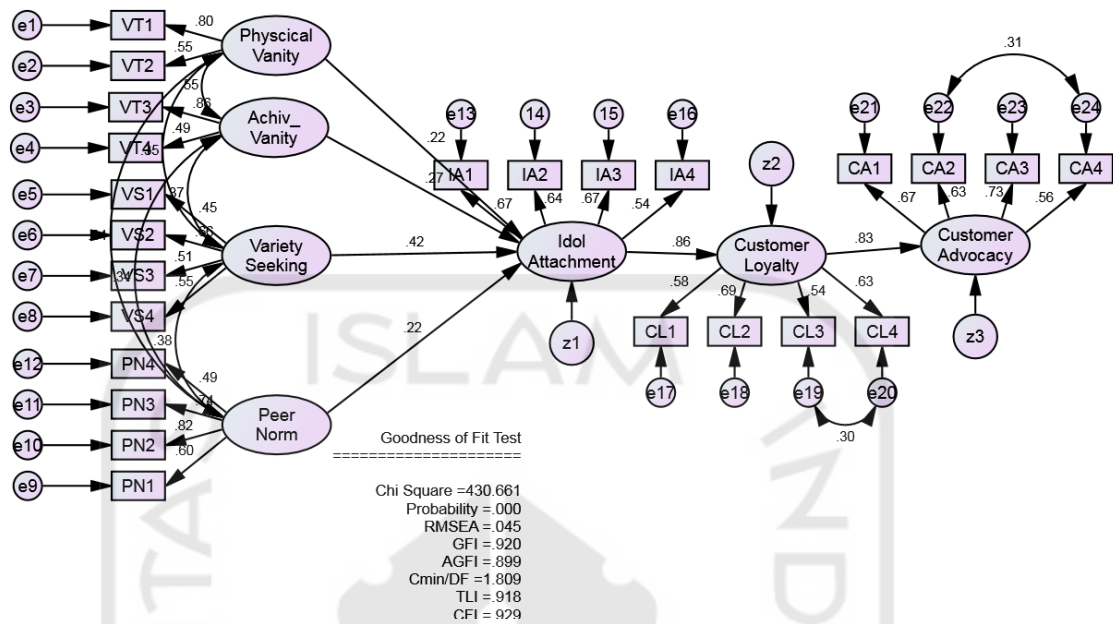
Sources: Primary Data (Processed), 2019

Figure 4. 1 Result of Research Model

Table 4.15 Hypothesis Testing Result Model

Variable Relationship			Estimate	S.E.	C.R.	P-value	Label
Idol Attachment	←	Physical Vanity	.232	.084	2.765	.006	Supported
Idol Attachment	←	Achievement Vanity	.362	.092	3.935	***	Supported
Idol Attachment	←	Variety Seeking	-.468	.101	-4.634	***	Supported
Idol Attachment	←	Peer Norm	.224	.066	3.401	***	Supported
Customer Loyalty	←	Idol Attachment	.954	.098	9.742	***	Supported
Customer Advocacy	←	Customer Loyalty	.907	.097	9.311	***	Supported

Source: Primary Data (Processed), 2019

Based on Table 4.15, the descriptions for hypothesis testing result model are as follow:

H1 — The first hypothesis tested the relationship between Idol Attachment and Physical Vanity. The table shows the positive value of this relationship. It was proven from the result of probability value of 0.006 (p <0.05) and the path estimate of 0.232. From the implied result, it can be concluded that the first hypothesis (***H1***) was ***accepted***.

H2 — The second hypothesis showed the positive relationship between Idol Attachment and Achievement Vanity. It was supported with the result of probability value of 0.000 and path estimate of 0.362. This indicated that the second hypothesis (***H2***) was ***accepted***.

H3 — Unlike the other hypothesis, the result of the third hypothesis was negative. Compared to 3 other variables (physical vanity, achievement vanity and peer norms), the variety seeking tend to show the higher result which was -0.468. The negative result means the negative relationship among the variables. It proved that Idol attachment and variety seeking had negative relationship. Whereas, it can be concluded that the third hypothesis (***H3***) was ***accepted***.

H4 — The fourth hypothesis tested the relationship between idol attachment and peer norm. From the table, the path estimate was 0.224 and the probability value was 0.000 (p <0.05). This indicated that the hypothesis showed positive relationship. From the implied result, it can be concluded that the fourth hypothesis (***H4***) of this research was ***accepted***.

H5 — The relationship between customer loyalty and idol attachment was examined in the fifth hypothesis. Table 4.15 presented the number of probability of 0.000 (p <0.05) and path estimate of 0.954. The result indicated the positive relationship between the variables. In other word, this fifth hypothesis (***H5***) was ***accepted***.

H6 — Finally, the sixth hypothesis examined the relationship between customer loyalty and customer advocacy. In Table 4.15, the testing of this relationship is proven to be significant because the probability value was 0.000 (p <0.05) and the path estimate was 0.907. This means that the higher the perceived value, the higher the word-of-mouth. It can be concluded that the fourth hypothesis (***H6***) of this research was ***accepted***.

4.8 Result Discussion

4.8.1 The Influence of Physical Vanity on Idol Attachment

The study revealed that the physical of vanity positively linked to the customer's idol attachment to their favorite idols. Idol's physical appearance was proven to strengthen the bond between the fans and the idol. From the research also found that the fans more likely see their idol from their appearance. The idol's fashion styles enhanced their attractiveness and lead to the strong idol attachment.

These results were also supported by the finding from Huang *et al.* (2015). He stated that young people are more likely to see their idols as their reference for self-conception when the idol attractiveness level is high.

Therefore, the role of the idol attractiveness was used as an important moderator between vanity traits and Idol attachment. The research results also indicated that youth will probably be act as their idols, which will lead to a stronger link between vanity traits and idol attachment.

4.8.2 The Influence of Achievements Vanity on Idol Attachment

The result of this research was proved that achievement vanity had positive and significant effect on idol attachment. Based on the result, the fans stated their Idol's vocal and dance skill were their biggest obsession. Compared to the physical vanity, the fans were tended to concern about the achievement vanity.

These results had also been supported by the finding from Netemeyer *et al.* (1995). Both of physical vanity and achievement vanity take a huge role in influencing the bond between the fans and the idol. The achievement vanity was evidently strengthening the connection toward idol attachment in this research. Youth generation were attracted by how good their idol performed and accomplished the goal. Overall, it may be said that the high level of achievement vanity can lead to high level of idol attachment.

4.8.3 The Influence of Variety Seeking on Idol Attachment

The research showed that variety seeking had negative relationship on Idol attachment meaning that the desire of human to seek other idol will

weaken the connection on Idol attachment. They could select an alternative idol they already know or an alternative they had never had before. This happened because of the basic human behavior that always seek for satisfaction.

Kim (2009) stated that consumers with high levels of variety seeking can find new encouragement and switch quickly to other brands. This finding above also supported the result of this research, the fans showed decreasing connection when it came to the variety seeking. There was no doubt that the fans were unconsciously seeking or checking other idol when the boredom hits. Some cases such as when the idol was on hiatus, there was rarely interaction between the fans and the idol. This was likely creating the gap and lead into variety seeking behavior. In other words, those who would like to switch their music would weaken their engagement toward their favorite idol.

4.8.4 The Influence of Peer Norm on Idol Attachment

The result of this research revealed the positive relationship between peer norm and idol attachment meaning that the group approval could reinforce the connection between themselves and the idol. The approval was in the form of freedom to conduct an action toward the favorite idol. Thus, the person was feeling comfortable and acceptable being in the peer group.

These findings were also supported by the previous research from Chan and Prendergast (2008). They stated that peer norms positively

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influenced the social comparison engagement of respondents that triggered the desire to imitate the quality of life and material possessions of their idols. Whereas the person would not behave contrary to what the peer group believes. It is also known that the peer norm became the reason for a person to imitate and follow other action as long as it was in line with the peer group believes.

4.8.5 The Influence of Customer Loyalty on Idol Attachment

The relationship between customer loyalty and idol attachment had significant and positive influence in this research. The higher level of loyalty means the higher level of the bond toward idol. It was proven that the attachment resulted into commitment, trust, love, and loyalty. This implied that the higher level of attachment can stimulate the person to willingly do anything that can make this attachment stronger.

Supported by Merisavo and Raulas (2004), the loyalty indicator was used when there was intention (and behaviours) to make a conscious decision for continuing purchasing the same brand. Associated with the previous result above, there were some factors that can lead to the loyalty. Vanity traits and peer norms were two of them that could later affect the bond of attachment. In other word, the customer loyalty was proved to have positive and significant effect on the bond between the idol and fans—idol attachment.

4.8.6 The Influence of Customer Loyalty on Customer Advocacy

Finally, the research revealed that the relationship between customer loyalty and customer advocacy were positive. The respondents agreed with the situation when the loyal customer had high level of loyalty would unconsciously spread the advocacy related to the brand. This result od customer advocacy was the final stages among the other behavioral stages.

Supported by the findings Susanta *et al.* (2013), advocacy was comprehended as a loyalty outcome. The finding above was also found in this research. Customer loyalty and customer advocacy had significant and positive effect in this research. Whereas, the act of customer advocacy is done voluntary since they are already become loyal to the idol.