

**PENGARUH *BRAND TRUST*, *BRAND IDENTIFICATION*,
BRAND INVOLVEMENT DAN *BRAND COMMITMENT*
TERHADAP *BRAND EVANGELISM* BTS
(STUDY PARA ARMY DI KOTA SURABAYA)**

Nama : Feby Hardianti
NIM : 1011710039
Dosen Pembimbing : Alfina S.M.,M.M

ABSTRAK

Pada era ini seluruh dunia diselimuti fenomena *Korean Wave salah satunya dalam dunia KPOP BTS*, Penelitian ini bertujuan bertujuan untuk meneliti pengaruh *brand trust, brand identification, brand involvement dan brand commitment terhadap brand evangelism BTS* (*studi pada ARMY di Kota Surabaya*) Populasi pada penelitian ini adalah komunitas para ARMY Surabaya sebanyak 1800 orang. Penelitian ini merupakan penelitian kuantitatif dengan teknik pengumpulan data menggunakan kuesioner yang disebar secara *online* melalui akun *fanbase* BTS ARMY Surabaya. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dengan kriteria sampel yang telah ditentukan yaitu ARMY sudah tergabung kedalam *fanbase* BTS ARMY Surabaya, berumur 18-29 tahun serta pernah membeli produk BTS minimal 3x transaksi. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 330 responden. Pengolahan data dilakukan menggunakan alat bantu program *windows SPSS* versi 25 dengan metode analisis regresi linier berganda. Teknik analisis data menggunakan uji instrumen penelitian, uji asumsi klasik dan uji hipotesis. Berdasarkan hasil pengujian hipotesis secara parsial menunjukkan bahwa variabel *brand trust, brand identification, brand involvement* dan *brand commitment* berpengaruh terhadap *brand evangelism* BTS.

Kata kunci: *fandom BTS, brand trust, brand identification, brand involvement, brand commitment, brand evangelism.*

**PENGARUH *BRAND TRUST*, *BRAND IDENTIFICATION*,
BRAND INVOLVEMENT DAN *BRAND COMMITMENT***
TERHADAP *BRAND EVANGELISM* BTS
(STUDY PARA ARMY DIKOTA SURABAYA)

Student Name : Feby Hardianti
Student Identity Number : 1011710039
Guidance lecturer : Alfina S.M .,M.M

ABSTRACT

In this era, the whole world is shrouded in the phenomenon of the Korean Wave, one of which is in the world of KPOP BTS. This study aims to examine the effect of brand trust, brand identification, brand engagement and brand commitment on BTS brand evangelism (study on ARMY in Surabaya). The population in this study is the ARMY Surabaya community as many as 1800 people. This research is a quantitative research with data collection techniques using questionnaires distributed online through the BTS ARMY Surabaya fanbase account. The sampling technique used is purposive sampling with predetermined sample criteria, namely ARMY has joined the BTS ARMY Surabaya fanbase, aged 18-29 years and has purchased BTS products for at least 3 transactions. The number of samples used in this study were 330 respondents. Data processing was carried out using the Windows SPSS version 25 program tool with the multiple linear regression analysis method. The data analysis technique uses research instrument testing, classical assumption test and hypothesis testing. Based on the partial test, it shows that the variables of brand trust, brand identification, brand involvement, and brand commitment have an effect on BTS brand evangelism.

Keywords: *BTS fandom, brand trust, brand identification, brand involvement, brand commitment, brand evangelism.*