

Determinants of Purchase Decisions for Physical K-pop Albums: Evidence from Starship Entertainment Consumers in Indonesia

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ABSTRACT

Purpose: This study aims to analyze the influence of Service Quality, Brand Image, Promotion, and Product Quality on Customer Satisfaction and their implications for Purchase Decisions related to physical K-pop albums associated with Starship Entertainment artists.

Research Method: This study employed a quantitative explanatory approach using survey data collected from 114 respondents in Indonesia who had previously purchased physical albums from Starship Entertainment artists. Respondents were selected using purposive sampling. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS software, including measurement and structural model evaluation.

Results and Discussion: The findings indicate that Service Quality, Brand Image, Promotion, and Product Quality positively influence Customer Satisfaction. Furthermore, Customer Satisfaction positively influences Purchase Decisions for physical K-pop albums. The results suggest that consumers' evaluations of product quality, promotional communication, service performance, and agency reputation contribute to purchasing behavior in the entertainment industry.

Implications: The findings provide practical insights for entertainment agencies regarding the importance of maintaining product quality, effective promotional communication, service reliability, and positive brand reputation to strengthen consumer purchasing decisions.

Originality: This study develops a structured marketing-based model that examines Purchase Decisions in the context of physical K-pop album consumption using measurable consumer behavior constructs.

Keywords: service quality; brand image; promotion; product quality; purchase decision.

1. Introduction

The global entertainment industry has undergone a rapid transformation, with K-pop emerging as one of the most influential forces shaping contemporary popular culture. In this highly competitive ecosystem, agencies are no longer merely managing artists but have transformed into strategic entities that integrate branding, marketing, and product development to influence consumer behavior.



The research problem in this study is rooted in the dynamics of consumer behavior among K-pop fans in Indonesia. Indonesia is one of the largest markets for K-pop consumers, with a highly engaged fan base. However, this phenomenon raises a critical question: what motivates consumers to purchase physical albums despite the widespread availability of digital streaming platforms? This behavior does not occur in isolation but reflects the influence of multiple managerial and marketing factors. This study focuses on four key determinants, namely service quality, brand image, promotion, and product quality.

In the context of digital transformation, consumer behavior in the music industry has shifted significantly toward streaming-based consumption, which offers convenience, accessibility, and lower cost. However, the persistence of physical album purchases in the K-pop industry indicates that purchasing decisions are not solely driven by functional value but are also influenced by symbolic, emotional, and experiential factors. This creates a paradox in consumer behavior that requires deeper empirical investigation, particularly in emerging markets such as Indonesia.

Previous research reviews have extensively discussed fan loyalty, but tend to focus on isolated variables rather than integrated models. An agency's brand image is linearly correlated with purchase intention (Liao et al., 2022). Furthermore, while digital promotion through social media is a key driver of album sales, it often overlooks the quality of service or fan service, which is the core of the entertainment business (Perror et al., 2024). However, existing studies do not comprehensively explain how these variables interact simultaneously to influence consumer decision-making processes, and the role of customer satisfaction as a mediating variable remains underexplored, particularly in the context of specific agencies and emerging markets such as Indonesia.

Moreover, prior studies tend to examine consumer behavior in the entertainment industry using generalized contexts, without focusing on specific agency-driven strategies that integrate multiple value dimensions. As a result, the mechanism through which managerial factors such as service quality, brand image, promotion, and product quality influence purchase intention through customer satisfaction remains insufficiently theorized and empirically tested.

In the K-pop industry, service quality refers to the effectiveness and consistency of the agency's services in facilitating consumer experiences, including responsiveness, reliability, and service delivery mechanisms (Min, B., 2024). In this context, service quality is conceptually distinct from fan service. While service quality reflects overall service performance, fan service represents a specific form of relational interaction between artists and fans, delivered through communication platforms or exclusive content. It contributes to consumer engagement and perceived value (Liang et al., 2016).

Furthermore, brand image reflects the agency's perceived credibility and reputation for delivering consistent product quality, emphasizing cognitive evaluation over emotional identification. Promotion represents the effectiveness of digital marketing strategies in creating awareness and influencing consumer interest. In addition, product quality is defined as the tangible and aesthetic attributes of physical albums as collectible goods, excluding the artistic or musical content. These determinants do not directly result in purchase decisions but operate through an evaluative process, namely customer satisfaction. Customer satisfaction is conceptualized as a post-consumption evaluative judgment based on the extent to which consumer expectations are fulfilled, rather than emotional attachment or long-term loyalty. From this perspective, customer satisfaction plays a central role in linking managerial inputs to consumer behavior, providing a mechanism through which value-creation strategies implemented by entertainment agencies translate into actual purchasing behavior.

This satisfaction is a crucial mediating variable. Satisfied fans will not only make a one-time purchase but also demonstrate loyalty by making repeat purchases whenever a new project is released (Choi, H. 2024). This is the key to Starship Entertainment's business sustainability. This study aims to examine the influence of service quality, brand image, promotion, and product quality on customer satisfaction and their impact on purchase intention among Indonesian K-pop consumers. This study contributes by providing an integrated framework to explain consumer purchasing behavior in the Indonesian K-pop industry.

The remainder of this paper is organized as follows. Section 2 provides a literature review and hypothesis development. Section 3 presents the research method and design. Section 4 provides a discussion. Section 5 is Concluding Remarks and Recommendations.

2. Literature Review and Hypothesis Development

2.1 The Influence of Service Quality on Customer Satisfaction

Service quality in the entertainment industry is measured by the extent to which an agency delivers services that meet audience expectations (Ali et al., 2021). In this study, Service Quality refers to the agency's responsiveness, the reliability of service delivery, the consistency of communication, and the accessibility of consumer-related support throughout the purchasing process. When consumers perceive that an agency provides responsive communication, reliable service delivery, and consistent information about products and promotional activities, their satisfaction with the purchasing experience is expected to increase.

Customer satisfaction in this study refers to consumers' evaluative responses toward the quality of services and purchasing experiences provided by the agency. Positive service experiences throughout the purchasing process may strengthen consumers' evaluations of the agency's service performance. In the context of physical K-pop album consumption, consumers are likely to assess service quality based on factors such as the clarity of promotional information, responsiveness to inquiries, consistency of album release schedules, and the availability of official purchasing support.

This relationship is consistent with previous marketing studies that identify service quality as an important antecedent of customer satisfaction, as consumers tend to evaluate satisfaction based on their overall service experiences during consumption (Oriade et al., 2019; Rita et al., 2019). Higher levels of perceived service quality may contribute to more positive evaluations of the purchasing experience and strengthen consumers' satisfaction with agency-related products and services. Therefore, higher perceived Service Quality is expected to positively influence Customer Satisfaction among consumers who purchase physical albums by Starship Entertainment artists.

H1: *Service Quality has a positive effect on Customer Satisfaction.*

2.2 The Influence of Brand Image on Customer Satisfaction

Brand image reflects consumers' perceptions and overall evaluations regarding an agency's reputation, credibility, professionalism, and consistency in delivering entertainment products and services. In the entertainment industry, brand image plays an important role in shaping consumers' evaluations of agency-related products, as consumers often associate a strong brand reputation with product reliability and quality. Brand image is formed through consumers' perceptions regarding the agency's

credibility, professionalism, consistency, and overall reputation in delivering entertainment products and services.

A positive brand image may strengthen consumers' confidence in the agency and increase positive evaluations toward the products offered (Tahir et al., 2024). Consumers are more likely to report higher satisfaction when they perceive the agency as credible and capable of consistently delivering high-quality products and services (Koh et al., 2022). In the context of physical K-pop album consumption, consumers may evaluate brand image based on the agency's reputation for maintaining product quality, consistency of promotional activities, and professionalism in managing album releases and consumer-related services.

Previous studies have suggested that a favorable brand image contributes to customer satisfaction, as consumers tend to form more positive evaluations of brands perceived as trustworthy and reputable. An agency perceived as professional, reliable, and consistent in maintaining product quality may create stronger perceived value among consumers (Wu et al., 2023). Therefore, a favorable Brand Image is expected to contribute positively to Customer Satisfaction by strengthening consumers' trust and evaluations toward the agency's products and services.

H2: *Brand Image positively affects Customer Satisfaction.*

2.3 The Influence of Promotion on Customer Satisfaction

Promotion in the entertainment industry refers to marketing communication activities used to provide information, increase product awareness, and influence consumers' evaluations toward entertainment products prior to purchase decisions. In the context of physical K-pop album consumption, promotional activities commonly include social media campaigns, teaser releases, distribution of visual content, and product-related information shared through official communication channels. Promotional activities that are informative, visually appealing, and consistently delivered may improve consumers' understanding of product attributes and increase positive evaluations toward the promoted products (Jayasingh et al., 2025).

Consumers may evaluate promotional effectiveness based on the clarity of product information, the consistency of promotional updates, the accessibility of purchasing information, and the quality of visual communication in promotional campaigns. Effective promotions that clearly communicate product features and purchasing information may reduce uncertainty and help align consumer expectations with the actual products received (Wang et al., 2022). Consequently, promotional activities may contribute to more positive purchasing experiences and improve consumers' evaluations of agency-related products and services.

Previous marketing studies have suggested that promotional effectiveness influences customer satisfaction, as consumers tend to form more favorable evaluations of products supported by clear, transparent, and informative communication. In the entertainment industry, promotional activities may also shape consumers' perceptions regarding professionalism and product credibility. Therefore, effective promotional activities are expected to positively influence Customer Satisfaction by improving consumers' evaluations of the purchasing experience and of the agency's product-related communication.

H3: *Promotion has a positive effect on Customer Satisfaction.*

2.4 The Influence of Product Quality on Customer Satisfaction

Product Quality in this study refers specifically to the physical attributes of K-pop albums, including packaging quality, material durability, visual design, and completeness of album inclusions. In the context of physical K-pop album consumption, consumers may evaluate product quality based on tangible characteristics such as packaging design, the durability of album materials, visual presentation, and the completeness of physical components included in the package. These physical attributes are important factors consumers consider during the purchasing and post-purchase evaluation process.

High-quality physical products may lead to more positive purchase evaluations and improve consumers' satisfaction with the products they receive. In the context of physical K-pop album consumption, consumers often pay attention to the consistency and quality of album packaging, inclusions, and product presentation when evaluating albums. When consumers perceive that the physical products they receive meet or exceed their expectations, their satisfaction with the purchasing experience is likely to increase (Beliando et al., 2021).

Previous studies have suggested that product quality positively influences customer satisfaction because consumers tend to evaluate satisfaction based on the quality and reliability of the products they receive. Product quality may also reflect the consistency of the agency's production standards, which can influence consumers' evaluations of purchased products (Suttikun et al., 2021). Therefore, higher perceived Product Quality is expected to influence Customer Satisfaction among consumers purchasing physical K-pop albums positively.

H4: *Product Quality has a positive effect on Customer Satisfaction.*

2.5 The Influence of Customer Satisfaction on Purchase Decisions

Customer Satisfaction is commonly recognized as an important determinant of consumers' purchase decisions in marketing literature. Customer satisfaction refers to consumers' evaluative responses toward their purchasing experiences, including evaluations of product quality, service performance, promotional communication, and overall consumption experiences. In the context of physical K-pop album consumption, customer satisfaction may influence consumers' willingness to continue purchasing products and engage in future purchasing behavior.

Consumers who report positive evaluations of their purchasing experiences are more likely to make favorable purchase decisions about physical K-pop albums. Higher levels of customer satisfaction may reduce purchase uncertainty and strengthen consumers' confidence in making purchasing decisions. In addition, satisfied consumers may perceive greater value in the products they purchase, which can positively influence their intention to repurchase or to recommend them to others.

Previous studies in the marketing literature have consistently suggested that customer satisfaction positively influences purchase decisions, as consumers tend to base their decisions on their evaluations of past consumption experiences. Purchase decisions may reflect consumers' overall evaluations of the agency's products and purchasing experiences. Therefore, higher levels of Customer Satisfaction are expected to influence Purchase Decisions among consumers purchasing physical K-pop albums positively.

H5: *Customer Satisfaction has a positive effect on Purchase Decision.*

3. Research Method

This study employed a quantitative explanatory approach to examine the causal relationships among Service Quality, Brand Image, Promotion, Product Quality, Fan Satisfaction, and Purchase Decision in the context of physical K-pop album purchases. The study specifically investigated whether Fan Satisfaction mediates the influence of Service Quality, Brand Image, Promotion, and Product Quality on consumers' Purchase Decisions toward physical albums released by artists under Starship Entertainment.

Data were collected through an online survey using a structured questionnaire distributed between January and March 2026 through K-pop fan communities and social media platforms in Indonesia. The target population consisted of Indonesian K-pop fans who had previously purchased at least one physical album from artists under Starship Entertainment, including IVE, MONSTA X, and CRAVITY. Respondents were selected using purposive sampling to ensure that participants had direct purchasing experience relevant to the research objectives.

A total of 114 valid responses were obtained and used in the final analysis after screening. The screening procedure ensured that respondents met all research criteria, including having prior experience purchasing physical albums from Starship Entertainment artists and completing all questionnaire items. Therefore, the final sample size reported in this study is 114 respondents.

The questionnaire items were adapted from previous studies on service quality, brand image, promotion, product quality, customer satisfaction, and purchase decisions, with modifications to fit the context of K-pop album consumption. All constructs were measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). To reduce construct overlap, Service Quality was specifically defined as the agency's reliability, responsiveness, and consistency in providing consumer-related services; Brand Image referred to consumers' perceptions of the agency's credibility and reputation; Promotion focused on the effectiveness of marketing communication and promotional activities; Product Quality emphasized the physical attributes and packaging quality of albums; and Fan Satisfaction reflected consumers' post-purchase evaluation of their purchasing experience. To minimize self-report bias, respondents were informed that the survey was anonymous and used solely for academic purposes. Participation was voluntary, and respondents were allowed to withdraw from the survey at any stage.

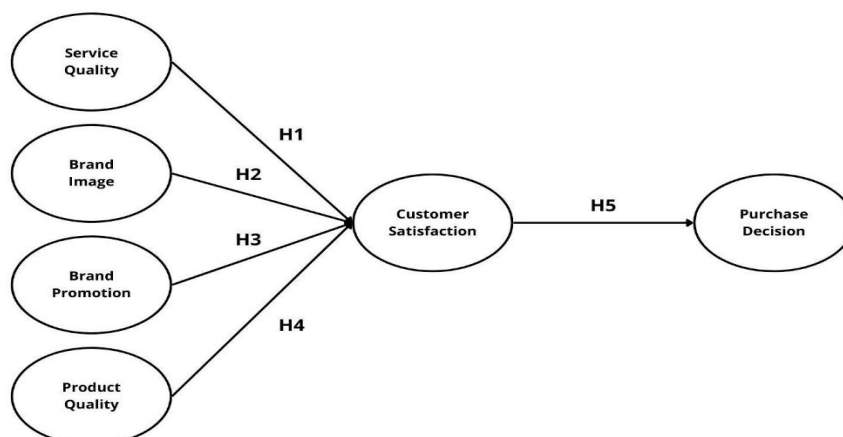


Figure 1. Research Model

Figure 1 illustrates the conceptual framework of this study. The model proposes that Service Quality, Brand Image, Promotion, and Product Quality directly influence Fan Satisfaction and Purchase Decision. In addition, Fan Satisfaction is proposed as a mediating variable that explains the indirect influence of these antecedent variables on consumers' Purchase Decisions toward physical K-pop albums.

4. Results and Discussion

4.1 Analysis Results

Table 1. Respondent Profile

Respondent Demographics	Frequency	Percentage
Gender		
Man	35	30.7
Woman	79	69.3
Age		
<17 years	5	4.4
18-25 years	67	58.8
26-35 years	38	33.3
36-45 years	3	2.6
46-55 years	1	0.9
>56 years	0	0
Estimated Income		
<Rp.1.000.000	7	6.1
Rp1.000.000 – Rp3.000.000	22	19.3
Rp3.000.000 – Rp5.000.000	53	46.5
>Rp5.000.000	32	28.1
Jobs		
Students / College	45	39.5
Civil	7	6.1
Servants	16	14
Self-Employed / Entrepreneurs	5	4.4
Freelancers	32	28.1
Housewives	9	7.9

Source: Data Processed by the Author, 2026

Demographic details for the four respondent profile categories (gender, age, estimated income, and occupation) are provided for 114 participants in this study. All respondent characteristics are presented descriptively in Table 1. Based on gender distribution, female respondents dominated the sample with 79 participants (69.3%), while male respondents accounted for 35 participants (30.7%). This indicates that female consumers account for a substantial share of Starship Entertainment album purchasers in the Indonesian K-pop market.

In terms of age, the majority of respondents were aged 18–25 (58.8%), followed by those aged 26–35 (33.3%). These findings indicate that physical album consumption is primarily concentrated among young adult consumers who are highly engaged with digital entertainment platforms and online fan communities. Respondents aged 36 and older represented only a small proportion of the sample.

Regarding occupation, students constituted the largest group, with 45 respondents (39.5%), followed by freelancers (32, 28.1%) and private employees (16, 14%). This distribution suggests that the respondents consisted of both financially dependent and financially independent consumers.

Furthermore, the income distribution shows that most respondents earned between Rp3,000,000 and Rp5,000,000 (46.5%), followed by respondents earning above Rp5,000,000 (28.1%). These findings indicate that a substantial proportion of respondents had sufficient purchasing power to purchase physical K-pop albums and related products.

Table A1 (Appendix) presents the results of the measurement model evaluation using SmartPLS 4. The evaluation focused on assessing indicator validity, convergent validity, and internal consistency reliability of the constructs used in this study. Based on the outer loading values, all indicators exceeded the recommended threshold of 0.70, indicating that each indicator adequately represented its respective latent construct.

Convergent validity was further evaluated through the Average Variance Extracted (AVE) values. All constructs reported AVE values above the recommended threshold of 0.50, including Service Quality (0.685), Brand Image (0.693), Promotion (0.715), Product Quality (0.692), Customer Satisfaction (0.708), and Purchase Decision (0.734). These findings indicate that the constructs explained a substantial proportion of the variance in their indicators.

The reliability assessment also demonstrated satisfactory internal consistency. Composite Reliability and Cronbach's Alpha values for all constructs exceeded the recommended minimum value of 0.70. For example, the Purchase Decision construct had a Composite Reliability of 0.943 and a Cronbach's Alpha of 0.928. Similar patterns were identified across the remaining constructs, indicating that the measurement instruments were sufficiently reliable for subsequent structural model analysis.

It is important to note that validity and reliability statistics only confirm the adequacy and consistency of the measurement instruments. These statistics do not directly confirm the substantive theoretical relationships among variables. Therefore, further evaluation through structural model analysis is required to examine the proposed hypotheses and mediation relationships in this study.

4.2 Discussion

The results of this study indicate that Service Quality, Brand Image, Promotion, and Product Quality are positively associated with Customer Satisfaction in the context of physical K-pop album consumption. Furthermore, Customer Satisfaction was found to influence Purchase Decisions positively. These findings support the proposed research framework, which positions customer satisfaction as an important psychological response formed through consumers' evaluations of products, services, promotional activities, and brand-related perceptions. In the context of the entertainment industry, particularly K-pop, the decision to purchase a physical album is driven not only by functional considerations but also by symbolic, emotional, and experiential factors.

The positive relationship between Service Quality and Customer Satisfaction suggests that consumers' experiences with service-related aspects contribute to their overall satisfaction when purchasing physical K-pop albums. Service quality in this context may include the responsiveness of sellers or agencies, the accuracy of product information, delivery reliability, the condition of packaging, complaint handling, and the ease of the transaction process. This finding is reasonable because physical album purchases often entail expectations about preorder benefits, limited-edition items, album versions, photocards, and delivery terms. When consumers perceive the service process as reliable and responsive, they are more likely to feel their expectations have been met. Therefore, this result supports the hypothesis that better service quality leads to higher customer satisfaction. Conceptually, the finding

is consistent with the service quality perspective, which argues that satisfaction emerges when perceived service performance meets or exceeds customer expectations.

Brand Image was also found to be positively associated with Customer Satisfaction. This indicates that consumers' perceptions of the agency, artist, or entertainment brand play an important role in shaping satisfaction. In the K-pop industry, brand image is closely connected to agency reputation, artist credibility, visual identity, fandom culture, and the perceived professionalism of album production and promotion. A strong brand image may create trust and emotional attachment, making consumers feel more confident and satisfied with their purchases. This result supports the claim that brand-related perceptions are not merely external impressions but can influence post-consumption evaluation. The finding is also reasonable because K-pop consumers often purchase albums not only for the physical product itself but also to support the artist and affiliate with the fandom. Thus, a positive brand image strengthens consumers' emotional justification for purchasing and increases satisfaction with the overall consumption experience.

The positive association between Promotion and Customer Satisfaction indicates that promotional communication influences how consumers evaluate their purchase experience. In the context of physical K-pop albums, promotion may include teaser content, preorder announcements, fan events, social media campaigns, album concept reveals, discounts, bonuses, and exclusive merchandise. These promotional activities can create anticipation, provide information, and increase perceived value. When promotional messages are clear, attractive, and aligned with the actual product received, consumers are more likely to feel satisfied. This finding supports the hypothesis that promotion influences customer satisfaction. However, the result should not be interpreted only as the effect of promotional intensity. Rather, it reflects the importance of promotional relevance, credibility, and consistency between what is promised and what is delivered. If promotional claims match the album's actual quality and benefits, satisfaction is likely to increase.

Product Quality was also positively associated with Customer Satisfaction. This finding indicates that the tangible attributes of physical K-pop albums remain important even in a market strongly influenced by fandom and digital music consumption. Product quality may include album design, packaging durability, photobook quality, printing quality, completeness of inclusions, music content, concept consistency, and collectible value. The result is reasonable because consumers who purchase physical albums expect more than access to songs; they expect a well-designed collectible product that reflects the artist's concept and the agency's production standards. When product quality is perceived as high, consumers are more likely to feel that the album is worth purchasing. This supports the hypothesis that product quality contributes to customer satisfaction and is consistent with the basic marketing concept that satisfaction arises from the comparison between expectations and perceived product performance.

The finding that Customer Satisfaction positively influences Purchase Decisions indicates that satisfied consumers are more likely to purchase physical K-pop albums. Satisfaction may strengthen consumers' confidence in buying albums, encourage repeat purchases, and increase willingness to participate in future album releases or preorder programs. In this study, customer satisfaction functions as an evaluative bridge between consumers' perceptions of service, brand, promotion, and product quality and their purchasing behavior. This means that purchase decisions are not formed solely by direct exposure to promotional messages or brand popularity, but also by consumers' satisfaction with the overall value offered. In the K-pop album market, where consumers often face multiple album

versions, limited stock, preorder periods, and collectible incentives, satisfaction becomes an important factor that can reduce hesitation and reinforce purchase intention.

The findings support the proposed hypotheses and are consistent with the assumption that both tangible and intangible factors shape customer satisfaction. Product quality represents the tangible value of the album, while service quality, brand image, and promotion represent broader experiential and perceptual dimensions. The combination of these factors creates a complete consumption experience for K-pop consumers. This is particularly relevant because physical K-pop albums are not purchased solely as music storage media. They are also purchased as collectibles, emotional symbols, tools for participation in fandom, and expressions of loyalty to artists. Therefore, customer satisfaction in this context should be understood as a multidimensional response involving functional evaluation, emotional involvement, and symbolic meaning.

These results correspond with previous marketing theories and studies, which explain that customer satisfaction is influenced by perceived quality, brand perception, and promotional communication. The findings also support the view that satisfaction plays an important role in shaping consumer behavior, especially purchase decisions. However, the context of physical K-pop albums makes a specific contribution, as entertainment-related characteristics, such as fandom identity, artist attachment, collectability, and agency reputation, influence consumer evaluation. This suggests that conventional consumer behavior theories remain relevant but need to be interpreted in light of the K-pop industry's symbolic and emotional nature.

From a practical perspective, the findings imply that agencies, distributors, and sellers of physical K-pop albums should not rely solely on artist popularity or promotional intensity. They also need to maintain service reliability, build a positive brand image, design credible promotional strategies, and ensure consistent product quality. For example, accurate product descriptions, secure packaging, responsive customer service, attractive album concepts, and consistency between promotional materials and actual products may increase consumer satisfaction. In turn, higher satisfaction may strengthen consumers' purchase decisions and encourage future buying behavior.

The discussion confirms that the research results support the proposed conceptual framework. Service Quality, Brand Image, Promotion, and Product Quality contribute to Customer Satisfaction, which in turn contributes to Purchase Decisions. The findings are theoretically reasonable because they align with the idea that consumers' purchase decisions are shaped by their evaluations of value, experience, and satisfaction. In the context of physical K-pop albums, satisfaction is not only the result of product ownership but also of a broader consumption experience that involves service, brand meaning, promotional communication, and product excellence.

5. Concluding Remarks and Recommendation

This study examined the influence of Service Quality, Brand Image, Promotion, and Product Quality on Customer Satisfaction, and the implications for Purchase Decisions regarding physical K-pop albums. Using a quantitative explanatory approach and SEM-PLS, the study investigated how consumers evaluate agency-related products and services in the context of physical album consumption. The findings indicate that Service Quality, Brand Image, Promotion, and Product Quality were positively associated with Customer Satisfaction. Furthermore, Customer Satisfaction was found to influence Purchase Decisions for physical K-pop albums positively. These findings suggest that consumers'



evaluations of product quality, promotional communication, agency reputation, and service performance may influence their purchasing behavior in the entertainment industry.

This study contributes theoretically by providing a more structured understanding of the relationship between marketing-related variables and consumer purchasing behavior in the context of physical K-pop album consumption. Unlike previous discussions that often emphasized fandom attachment or fan-service perspectives, this study focuses specifically on measurable marketing constructs, including Service Quality, Brand Image, Promotion, Product Quality, Customer Satisfaction, and Purchase Decision. Practically, the findings may provide entertainment agencies with insights into the importance of maintaining product quality, consistent communication, promotional effectiveness, and service reliability in shaping positive consumer evaluations and purchasing decisions.

This study has several limitations. First, the study focused only on consumers of physical albums by artists under Starship Entertainment, which may limit the generalizability of the findings to the broader entertainment industry. Second, the study relied on cross-sectional, self-reported data collected via online questionnaires, which may be subject to response bias. Third, the research model focused solely on selected marketing-related variables and excluded other potential determinants, such as brand loyalty, community influence, consumer engagement, and repurchase intention. Therefore, future studies are encouraged to include larger, more diverse samples, employ longitudinal designs, and explore additional variables that may provide broader explanations of consumer purchasing behavior in the entertainment industry.

Statement of Use of Generative AI

During the preparation of this work, the author used ChatGPT to assist in improving the clarity and readability of the text. The author reviewed and edited the output and takes full responsibility for the content of the publication.

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Appendix

Tabel A1. Validity and Reliability Test

Variables & Indicator	Outer Loading	AVE	Composite Reliability	Cronbach Alpha
Service Quality		0.685	0.929	0.908
The agency's speed in responding to fan issues or complaints.	0.824			
The quality of artist interactions on official communication platforms.	0.786			
The agency's concern for the aspirations and needs of the fan community.	0.836			
Agency consistency in release schedules and promotional activities.	0.838			
Availability of clear information regarding products and services.	0.830			
Ease for fans in accessing services or technical assistance from the agency.	0.852			
Brand Image		0.693	0.931	0.912
Public perception of Starship's professionalism.	0.769			
Starship's unique character is elegant and innovative.	0.825			
Track record of success of artists under the agency's auspices.	0.873			
Proud to be part of the Starship artist fandom.	0.876			
Trust in the quality of the music produced.	0.837			
The image of an agency that cares about social and environmental issues.	0.811			
Promotion		0.715	0.938	0.920
Creativity of promotional content on official social media channels.	0.850			
Reach promotional information to various fan segments.	0.823			
The visual quality is appealing in the concept photos and music videos.	0.862			
Clarity of product details (track list, price, bonus album).	0.855			
The intensity of information updates during the album promotion period.	0.845			
The diversity of social media platforms used for promotion.	0.837			
Product Quality		0.692	0.931	0.911
The beauty of the physical design and packaging of the album.	0.857			
The quality of the album material is sturdy and not easily damaged.	0.829			
The technical quality of the recording, vocals, and song arrangements.	0.797			
Variations of bonus albums given to buyers.	0.828			
The originality of the album concept compared to competing agencies	0.865			
Album packaging security in protecting product contents.	0.810			
Customer Satisfaction		0.708	0.936	0.918
Conformity of products and services to initial expectations.	0.815			

Variables & Indicator	Outer Loading	AVE	Composite Reliability	Cronbach Alpha
The level of excitement of being a supporter of Starship artists.	0.835			
Satisfaction that the price paid is commensurate with the product.	0.846			
Satisfaction with the experience of interacting with the community.	0.871			
Confidence that choosing to support Starship was the right decision.	0.852			
The feeling of inner attachment between fans and the agency.	0.830			
Purchase Decision		0.734	0.943	0.928
Intention to purchase since the initial ordering period opened.	0.855			
The determination to buy the album despite there being many other idols.	0.854			
The decision to purchase more than one version of an album is available.	0.841			
The desire to invite other people to buy the album.	0.873			
Commitment to always buying new albums at every comeback.	0.854			