

V. CONCLUSION AND IMPLICATION

A. Conclusion

Based on the results of the analysis and discussion of the determinants of K-pop fans on purchasing Korean Pop (K-pop) music albums, it can be concluded as follows:

1. The age of K-pop fans in Banyumas Regency has a significant positive influence on the purchase of K-pop, which means that the more mature or older K-pop fans in Banyumas Regency, the tendency to purchase K-pop music albums will increase because older fans have wider music preferences and more information about purchasing albums, as well as having their income. This is in contrast to teenagers who are still dependent on their parents.
2. The education level of K-pop fans in Banyumas Regency does not influence the purchase of K-pop music albums, because there are factors of friendship groups or fandoms from various levels of education that are more convincing K-pop fans to make or not make album purchases.
3. The income of K-pop fans in Banyumas Regency does not influence the purchase of K-pop music albums. More influential factors are consumption and saving behavior to purchase K-pop albums. The

priority scale of K-pop fans also impacts their tendency to purchase K-pop albums.

4. The perception of the price of K-pop fans in Banyumas Regency does not influence the purchase of K-pop music albums. This is due to the fanaticism and consumerism factors inherent in K-pop fans, so when purchasing albums, they rarely think about the reasonableness of the price.
5. The taste of K-pop fans in Banyumas Regency has a significant positive influence on the purchase of K-pop music albums. The more K-pop albums match the tastes of K-pop fans in Banyumas Regency, the tendency to purchase K-pop music albums will increase. This includes impressions of quality and services, pleasure after purchase, use value, and attractive album concepts and visuals. The concept and pleasure after purchase indicator score the highest, indicating the importance of diverse concepts and music genres in attracting fans' buying tendencies.

B. Implication

Based on the results of this research, the implications regarding the determinants of K-pop fans in Banyumas Regency on purchasing K-pop music albums indicate that the central government needs to consider implementing policies to regulate the import of K-pop albums, for example, the application of taxes and tariffs. This policy aims to avoid large purchases that can compete with the local music industry to protect the domestic music industry. The Banyumas Regency government can

focus on the local economy, such as collaborating with the central government to promote and invite the community of Banyumas Regency to appreciate local musicians, encourage and urge the community to support local arts, create policies that support local culture, and provide incentives to local music productions and events.

C. Research Limitations

This research has limitations that can affect the results of the research. These limitations included the following:

1. The research was only conducted on K-pop fans in Banyumas Regency, so the research results cannot be directly applicable to K-pop fans in other regencies/cities. The research sample used in this research was limited to 96 K-pop fan respondents selected by accidental sampling technique. Future research can use a larger population and sample or population in other regencies/cities so that the results are more diverse.
2. This research only uses variables of age, education, income, price perception, and taste, so it is necessary to have variables outside this research that can better explain their influence on the purchase of K-pop albums variable. Future research can add other variables such as variables of friendship groups or fandom, consumption and saving behavior, priority scale, fanaticism, and consumerism.