

## ***ABSTRACT***

Kpop is a type of pop sub-genre music from South Korea. Currently, kpop is spread throughout the world, especially in Indonesia. Kpop is much loved from various circles and is very accepted by the public. Kpop music is usually synonymous with boy groups or girl groups formed by music agencies in South Korea. One of the booming idol groups is Treasure from YG Entertainment. The spread of kpop has been so widespread that agencies have to release products such as music albums. The competition for big agensi-gensi in South Korea is quite fierce. Under these conditions, its major agencies, YG Entertainment, must compete to attract consumers' attention and keep consumers from turning away from music to merchandise, one example of which is music albums. Therefore, YG agencies and treasure itself must increase brand loyalty in order to maintain customer loyalty. Although treasure only debuted in 2020, they already received a lot of love from fans before they debuted, so there is no doubt that fans are loyal to treasure because of their struggle to debut. In modern times, technological developments have been very sophisticated and influential in our lives, one example of business. In making purchases, it has been supported by social media, making it easier for consumers to buy kpop treasure music albums. With the existence of social media such as Instagram, twitter or Tiktok. Driven by social media, brand loyalty and brand love support purchase decisions, making it easier for consumers to buy treasure kpop music albums and not turn to competitors.

The purpose of this study is to examine the role of brand *love* as a moderator between the influence of *social media marketing* and *brand loyalty* on the choice to buy kpop treasure music albums.

This study used a quantitative approach combined with descriptive statistics. Data were collected from as many as 400 participants using a non-probability sample method based on a purposive selection strategy. A Google Form questionnaire with an ordinal scale is used to collect responses. This study used *Structural Equation Modeling-Partial Least Square* (SEM-PLS) using SmartPLS 4 Software for data analysis.

Based on the results of data analysis, it was concluded that brand love has a positive and significant effect on purchasing decisions. Brand loyalty has a positive and significant effect on brand love. Brand loyalty has a positive and significant influence on purchasing decisions. Social media marketing has a positive and significant effect on brand love. Social media marketing has a positive and significant influence on purchasing decisions. Brand love significantly mediates the relationship between brand loyalty and purchase decisions. Brand love has a significant effect on mediating the relationship between social media marketing and purchasing decisions.

Future researchers are encouraged to take these study recommendations and test the same factors on new items, such as e-commerce platforms, businesses, and beauty supplies. As such, it can be a source of interest in learning more about the role of brand love as a moderator between the influence of social media marketing and brand loyalty on the decision to buy Kpop treasure music albums .

**Keywords:** Social media marketing, Brand loyalty, Brand love, Purchase decisions.