



Examining Trust in the Context of K-Pop Fans' Purchase Decision through Group Orders at Ceciz GO

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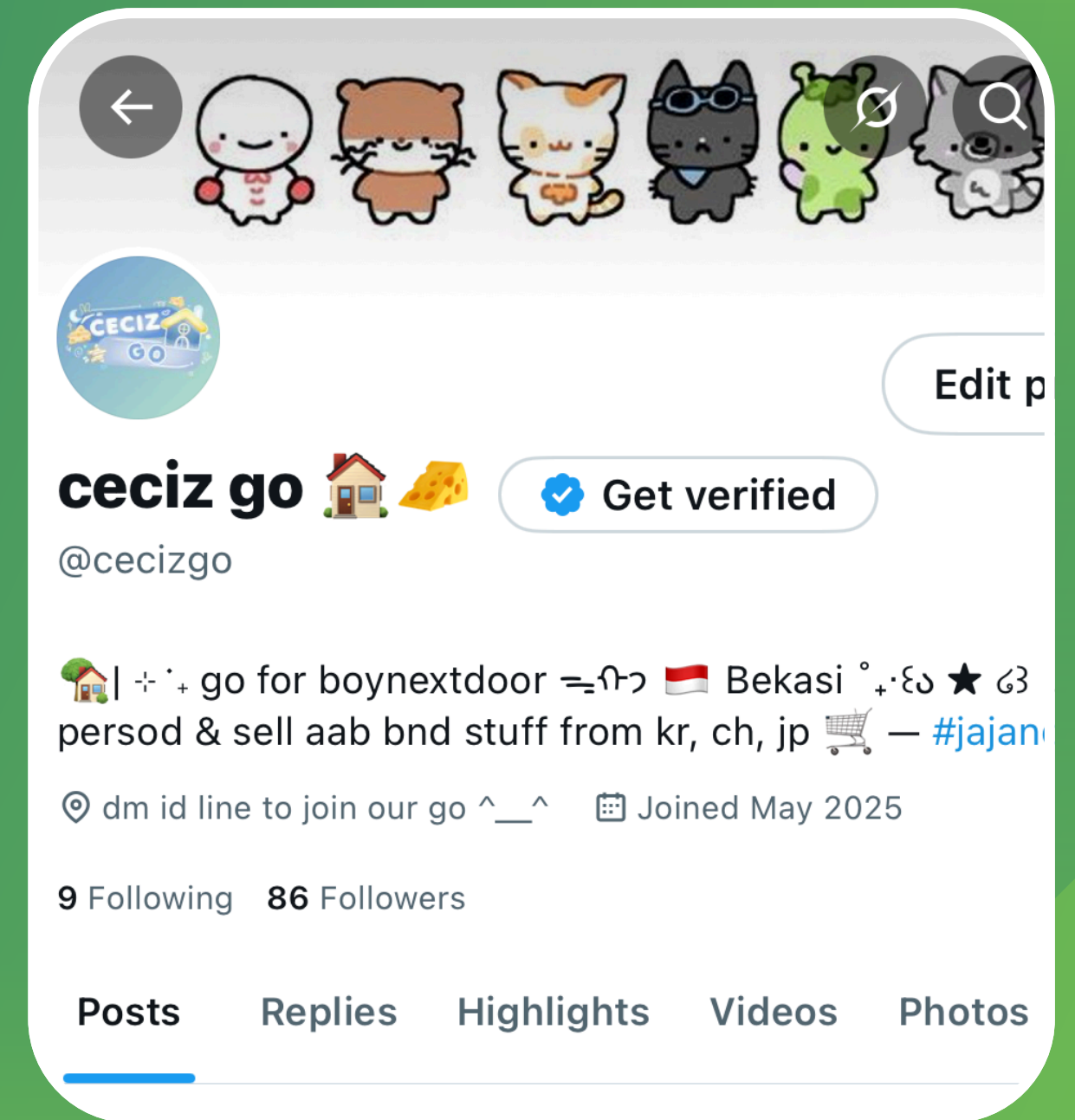
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Introduction

Over the past two decades, the Korean Wave (Hallyu) has become a global phenomenon that shapes entertainment and consumer behavior worldwide. Among its cultural exports, K-Pop stands out as both a musical genre and lifestyle trend, influencing fans' purchasing behavior in Indonesia.

In this fandom, Group Orders (GOs) have emerged as collective buying systems managed by fan communities to purchase official merchandise efficiently through social media networks. The success of these GOs largely depends on trust between fans and GO administrators.

Previous studies show mixed findings regarding this relationship. While Qadri et al. (2024) found that trust had no significant effect on purchase intention, Maulidia and Aransyah (2023) reported that trust positively influenced purchasing decisions and loyalty. These inconsistencies highlight a research gap in understanding how trust shapes purchase behavior in the context of K-Pop fandom-based commerce.



Research Objectives

The primary goal of this research is to analyze how trust influences the purchasing decisions of K-Pop fans participating in Group Orders through Ceciz GO, one of Indonesia's active fan-based purchasing groups.

Additionally, the study seeks to identify contextual factors—such as admin credibility, information transparency, and perceived security—that may strengthen or weaken this relationship.



CECIZ GO 🏠🧀 (440) 🔔



Members



Invite



Leave

videos



Theoretical Framework

Trust Variable (X) includes: honesty, fulfillment of promises, transaction security, admin credibility.

Purchase Decision Variable (Y) includes: recognition of needs, information search, evaluation, decision, post-purchase behavior.

Simple linear regression model is formulated as follows:

$$Y=a+bX$$

Hypotesis:

- H_0 : Trust has no significant effect on purchase decision.
 - H_1 : Trust has a significant positive effect on purchase decision.
-

Research Methodology

1

This study employs a quantitative, descriptive–verificative approach

2

The population consists of 440 members of Ceciz GO, and a sample of 83 respondents was determined using the Slovin formula with a 10% margin of error

3

Data were collected through an online questionnaire using a 5–point Likert scale.

4

Statistical analysis was conducted using IBM SPSS 26, including validity, reliability, normality, and regression tests.

Most respondents were female (95.2%), aged 15–20 years, and had been members of Ceciz GO for approximately 2–6 months.

These demographics indicate that the majority of participants belong to the Gen Z age group, digitally active, socially engaged, and highly immersed in fan community activities.

Their consistent engagement reflects a high level of trust and enthusiasm toward online fan-based purchasing.

Respondent Characteristics

Validity and Reliability Results

Both variables showed strong validity and internal consistency.

Cronbach's Alpha values were 0.933 for Trust and 0.840 for Purchase Decision, exceeding the 0.7 threshold for reliability.

This supports that the questionnaire accurately measured the intended constructs.

Variable X

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.933	.934	7

Variable Y

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.840	.857	8

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Trust	83	7,00	35,00	32,6867	3,79964
Purchase Intention	83	8,00	40,00	34,3735	4,59775
Valid N (listwise)	83				

The findings show that respondents generally expressed high levels of trust and purchase tendency toward Ceciz GO, suggesting a strong psychological and emotional connection between fans and the Group Order.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		83
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,85161451
Most Extreme Differences	Absolute	,089
	Positive	,078
	Negative	-,089
Test Statistic		,089
Asymp. Sig. (2-tailed)		,155 ^c

The Kolmogorov–Smirnov test produced a Sig value of 0.155 (> 0.05), indicating that the residuals are normally distributed.

Thus, the dataset is appropriate for regression analysis.

Normality Test

Regression and Hypothesis Testing

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,347	2,744		1,220	,226
	Trust	,949	,083	,784	11,383	,000

$$Y=3.347+0.949X$$

Model summary: $R = 0.784$; $R^2 = 0.615$; $F = 129.569$; $Sig = 0.000$

This means that trust explains 61.5% of the variation in purchase decision among Ceciz GO members, proving that trust has a significant and positive impact.

Discussion ↓

The results confirm that trust significantly influences purchase decisions in K-Pop Group Orders. This aligns with Sharma and Klein (2020), who found trust to be a core determinant in online group buying participation.

In Ceciz GO's context, fans' trust develops through transparent communication, reliable transaction processes, and positive peer recommendations within fandom communities.

In short, purchasing behavior within K-Pop fandoms is a blend of economic trust and emotional attachment—a combination that sustains the success of platforms like Ceciz GO.

↓ Conclusion

Trust is proven to be a key determinant of purchase decisions in K-Pop Group Orders.

The study concludes that when fans perceive high credibility, transparency, and reliability from GO admins, their confidence to make purchases increases substantially.

This emphasizes the importance of building trust as both a psychological and relational asset within fandom-based digital commerce.

Future studies may explore additional factors such as perceived value, fandom identification, and satisfaction to deepen the understanding of this phenomenon.

THANK YOU

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