



The Influence of Peer Influence and Economic Literacy on Concert Ticket Purchase Intention: The Mediating Role of Celebrity Worship

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ABSTRAK

This study investigates the effects of peer influence and economic literacy on purchase intention for Blackpink concert tickets, with celebrity worship as a mediating variable. A quantitative approach was applied using survey data from 348 Blackpink fans in Indonesia. Data collection was conducted through online questionnaires and analyzed using PLS-SEM. The findings reveal that peer influence significantly affects both celebrity worship and purchase intention, while celebrity worship also has a significant effect on purchase intention. However, economic literacy does not significantly influence purchase intention. In addition, celebrity worship mediates the relationship between peer influence and purchase intention. These results indicate that social interaction and emotional attachment play a greater role in shaping concert ticket purchase intention than rational economic considerations

INTRODUCTION

The rapid development of globalization has accelerated the spread of mass culture, enabling cultural products to be widely produced, distributed, and consumed through digital media across countries (Kim & Park, 2020). One of the most dominant forms of this phenomenon is popular culture, which is highly favored among younger generations (Valencialaw & Utami, 2023). In this context, South Korea has emerged as a major global cultural exporter through the Korean Wave (Hallyu), influencing consumption patterns and lifestyles in various countries, including Indonesia. The global success of K-pop groups such as Blackpink demonstrates that cultural consumption has evolved beyond entertainment into a form of identity construction and social belonging (Han et al., 2022).

In Indonesia, the influence of K-pop is not only reflected in high levels of media consumption but also in real economic behavior, such as purchasing albums, merchandise, and concert tickets. This phenomenon highlights the importance of purchase intention as a key concept in understanding how individuals translate interest into actual economic decisions (Kotler & Keller, 2016; Siahaan et al., 2024). In this context, purchasing concert tickets is not merely a transactional activity but also represents emotional attachment and symbolic expression of loyalty toward idols (Carneiro et al., 2019). However, from the perspective of economic education, such behavior raises an important question regarding how individuals balance emotional desire with rational economic consideration in making consumption decisions.

An interesting inconsistency emerges when comparing digital engagement with actual purchasing behavior. Although Blackpink shows high levels of streaming and online engagement in Indonesia, the 2025 concert did not achieve a sold-out status, unlike previous concerts and other countries in Asia (ChartsYoutube, 2025; Diliانا, 2025). This phenomenon indicates a gap between high fandom engagement and actual purchase intention. Such a gap suggests that purchase intention is not solely determined by emotional or social factors, but also involves rational considerations related to individual economic understanding and decision-making ability (Dwi et al., 2024).

From the perspective of economic education, this condition becomes highly relevant because it reflects how individuals apply economic knowledge in real-life situations. Economic education aims to develop individuals' ability to think rationally, evaluate choices, and make responsible consumption decisions (Lusardi & Mitchell, 2013). In this context, purchase intention toward concert tickets can be seen as an outcome of the interaction between emotional attachment, social influence, and economic reasoning. Therefore, this study positions purchase intention not only as a consumer behavior variable but also as a reflection of economic decision making ability among individuals.

To explain this phenomenon, this study adopts the Theory of Planned Behavior (TPB) proposed by Ajzen, (1991), which states that intention is influenced by attitude toward behavior, subjective norm, and perceived behavioral control. In this study, these constructs are operationalized into celebrity worship as a representation of attitude, peer influence as subjective

norm, and economic literacy as perceived behavioral control. This framework is supported by Consumer Socialization Theory (Ward, 1974), which explains how social interaction shapes behavior, and the Absorption Addiction Model Mccutcheon et al., (2002), which explains emotional attachment toward celebrities.

From a psychological perspective, celebrity worship reflects the degree of emotional attachment individuals develop toward their idols, which can influence their consumption behavior (Mccutcheon et al., 2002). Individuals with stronger emotional attachment tend to express their admiration through consumption-related actions, including attending concerts (Siahaan et al., 2024; Singh & Banerjee, 2018). In this case, purchase intention is formed not only through rational evaluation but also through emotional involvement that gives personal meaning to the consumption activity.

At the same time, social interaction plays an important role in shaping both emotional attachment and purchase intention. Peer influence represents the role of subjective norms, where individuals tend to adjust their behavior according to group expectations and social acceptance (Bearden et al., 1989; Wang et al., 2012). In fandom communities, interaction among peers strengthens shared experiences and collective identity, which can influence consumption behavior. Empirical studies show that peer influence is associated with purchase intention and also contributes to the development of celebrity worship (Gunawan et al., 2023; Harrigan et al., 2021; Xie, 2021).

However, from the perspective of economic education, emotional and social influences alone are not sufficient to explain consumption decisions. Economic literacy plays a crucial role as a form of perceived behavioral control, reflecting an individual's ability to understand and apply economic concepts in decision making (Lusardi & Mitchell, 2013). Individuals with higher economic literacy tend to evaluate their financial capability, prioritize needs, and make more rational consumption decisions (Cahyono & Rizqi, 2024; Muttaqin et al., 2022). In this context, economic literacy does not eliminate purchase intention but shapes it into a more controlled and responsible decision.

By integrating these perspectives, this study argues that purchase intention toward concert tickets is a multidimensional outcome influenced by the interaction between peer influence, celebrity worship, and economic literacy. This study is particularly relevant in the field of economic education, as it explains how individuals apply economic reasoning in real consumption contexts that are influenced by emotional and social factors.

This study contributes by integrating social, psychological, and rational dimensions within a single framework based on the Theory of Planned Behavior. Unlike previous studies that examine these variables separately, this research provides a more comprehensive explanation of purchase intention in experiential consumption. In addition, this study addresses the gap between high fandom engagement and actual purchasing behavior, while also demonstrating how economic literacy, as an outcome of economic education, plays a role in shaping rational consumption decisions. Furthermore, by positioning celebrity worship

as a mediating variable, this study explains how social influence is internalized into emotional attachment before influencing purchase intention.

The hypotheses proposed in this study are developed based on the underlying theoretical framework and supported by findings from previous studies. To provide a clearer overview of the proposed relationships among variables, the hypotheses are presented in the following table.

Table 1. Research Hypothesis

Hypothesis
H1: Peer Influence (PI) directly affects Purchase Intention (PIN).
H2: Economic Literacy (EL) directly affects Purchase Intention (PIN).
H3: Celebrity Worship (CW) directly affects Purchase Intention (PIN).
H4: Peer Influence (PI) directly affects Celebrity Worship (CW).
H5: Peer Influence (PI) indirectly affects Purchase Intention (PIN) through Celebrity Worship (CW).

IMPLEMENTATION AND METHOD

This study employed a quantitative approach with an associative research design to examine the relationships among variables and test the proposed hypotheses. The quantitative approach was selected because it allows the researcher to analyze data numerically and statistically, particularly in testing causal relationships between variables (Sugiono, 2023). The research design focuses on identifying the influence between variables, where peer influence and economic literacy function as independent variables, celebrity worship as a mediating variable, and purchase intention as the dependent variable.

The study was conducted between October and November 2025. Data were collected through an online questionnaire distributed via various social media platforms, including WhatsApp groups, X (Twitter), TikTok, and Instagram. In addition, limited direct data collection was conducted at the Gelora Bung Karno Stadium area as the concert venue to obtain more contextual responses from potential respondents. This combination of online and field data collection was intended to ensure broader reach and relevance of the data.

The population in this study consists of prospective audiences or potential buyers of Blackpink's Deadline Tour concert tickets in Jakarta, with an estimated total population of 140,000 based on the stadium capacity for two days of the concert (Rizkina & Putra, 2025; Santika, 2023). The sample size was determined using the Krejcie & Morgan, (1970) table with a confidence level of 95%, resulting in a minimum sample size of 383 respondents. The sampling technique used in this study is non-probability sampling with a convenience sampling approach. This technique was chosen due to the wide and uncertain distribution of the population, as well as limitations in time and accessibility, allowing the researcher to obtain relevant data efficiently (Creswell, 2014; Etikan, 2016).

The variables analyzed in this study include peer influence, economic literacy, celebrity worship, and purchase intention. Peer influence refers to social influence derived from peer groups and is measured using normative and informational influence indicators (Wang et al., 2012). Economic literacy

represents an individual's ability to understand and apply economic concepts in decision making and is measured using a test instrument consisting of multiple choice questions covering microeconomics, macroeconomics, and real economics dimensions (Dilek et al., 2018). Celebrity worship reflects the level of emotional attachment toward idols and is measured using entertainment-social, intense-personal, and borderline-pathological dimensions (Singh & Banerjee, 2018). Purchase intention refers to an individual's tendency to engage in purchasing behavior and is measured using indicators of positive attitudes, perceived control, perceived price, and willingness to pay and effort (Müller-Pérez et al., 2025).

Table 2. Research Indicators

Variable	Indicator	Measuring Item	Measuring Instruments
Peer Influence (X1) (Wang et al., 2012)	1. Normative Influence	5 item	Likert Scale 1-5
	2. Informational Influence	5 item	
Economic Literacy (X2) (Dilek et al., 2018)	1. Microeconomics	4 item	Multiple Choice Test
	2. Macroeconomics	4 item	
	3. Realeconomics	4 item	
Purchase Intention (Y) (Müller-Pérez et al., 2025)	1. Positive Attitudes Toward Product	2 item	Likert Scale 1-5
	2. Perceive Control	2 item	
	3. Percieve Price	2 item	
	4. Willingness to Pay and Effort	2 item	
Celebrity Worship (Z) (Singh & Banerjee, 2018)	1. Entertainment-Social	3 item	Likert Scale 1-5
	2. Intense-Personal	3 item	
	3. Borderline-Pathological	3 item	
Total		39 item	

The data collection instrument consists of two types of measurement scales. Peer influence, celebrity worship, and purchase intention are measured using a Likert scale with five response categories ranging from strongly disagree to strongly agree. This scale is used to capture respondents' perceptions, attitudes, and behavioral tendencies quantitatively (Sangadji & Sopiah, 2013). Meanwhile, economic literacy is measured using a Guttman scale in the form of objective test questions, where correct answers are scored as one and incorrect answers as zero.

This approach allows for an objective assessment of respondents' level of economic understanding.

Data analysis was conducted using Structural Equation Modeling–Partial Least Squares (PLS-SEM) with the assistance of SmartPLS 4.0 software. This method was selected because it is suitable for analyzing complex models involving mediation and hierarchical constructs, as well as for prediction-oriented research (Hair et al., 2022). The analysis was carried out using a two-stage approach, beginning with the evaluation of the measurement model (outer model) and followed by the evaluation of the structural model (inner model). The outer model assessment includes convergent validity, discriminant validity, and reliability testing. The inner model evaluation includes the assessment of R-square, predictive relevance (Q-square), effect size (f-square), and model fit using SRMR. Hypothesis testing was conducted using the bootstrapping method with a significance level of 5%, where relationships are considered significant if the t-statistic is greater than 1.96 and the p-value is less than 0.05. Both direct and indirect effects were analyzed to examine the mediating role of celebrity worship in the relationship between peer influence and purchase intention. The research design is as follows Figure 1.

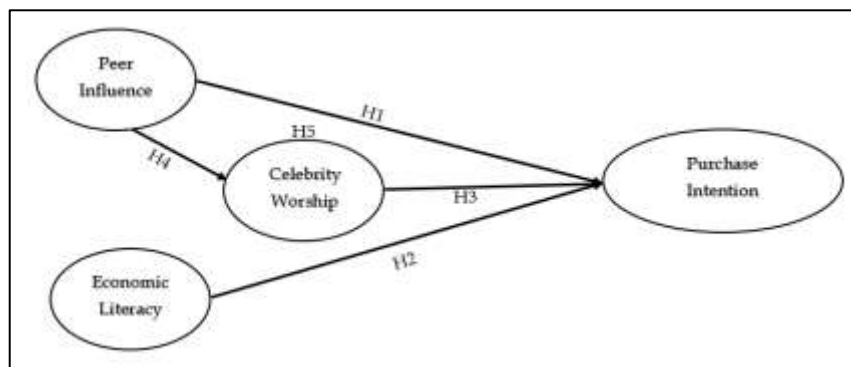


Figure 1. Conceptual Framework

RESULTS

Respondent Description

The data analysis in this study was based on 348 valid responses obtained after the data screening process, where incomplete and inconsistent responses were excluded from the initial 443 collected questionnaires. The respondents were dominated by female participants and individuals aged between 15–34 years, representing the primary segment of K-pop consumers.

Table 3. Respondent Characteristics

Characteristics	Category	Frequency	Percentage
Gender	Male	93	27%
	Female	255	73%
	Total	348	100%
Age	<15 Years	11	3%
	15–24 Years	170	49%
	25–34 Years	142	41%

Characteristics	Category	Frequency	Percentage
	35-44 Years	25	7%
	>45 Years	0	0%
	Total	348	100%
Occupation	Employee (Government/Private Sector)	136	39%
	Student	81	23%
	Entrepreneur	98	28%
	Unemployed	2	1%
	Others	31	9%
	Total	348	100%
Length of Being a Blackpink Fan	1-5 Months	30	9%
	6-12 Months	89	26%
	1-3 Years	116	33%
	>3 Years	113	32%
	Total	348	100%
Domicile Location	Java Island	171	49%
	Sumatra Island	61	18%
	Kalimantan Island	62	18%
	Sulawesi Island	35	10%
	Papua Island	13	4%
	Timor Island	6	2%
	Total	348	100%
Monthly Income (if any)	No Personal Income	21	6%
	< IDR 1,000,000	32	9%
	IDR 1,000,000 - IDR 3,000,000	106	30%
	IDR 3,000,000 - IDR 5,000,000	98	28%
	> IDR 5,000,000	91	26%
	Total	348	100%

Based on occupational background, respondents were primarily employees, followed by entrepreneurs and students. This finding indicates that the respondents represented diverse economic backgrounds. In terms of fandom duration, most respondents had been following Blackpink for more than one year, suggesting relatively strong engagement with the idol group. Regarding domicile, the majority of respondents were from Java Island, although participants from other regions in Indonesia, including Sumatra, Kalimantan, Sulawesi, and Papua, were also represented. Meanwhile, respondents' monthly income levels varied, ranging from individuals without income to those with higher income levels. Overall, the respondent characteristics demonstrate a diverse demographic background that is relevant to the objectives of this study.

The analysis was subsequently continued with descriptive statistics to examine respondents' tendencies toward each research variable.

Variable Data Description

The following section presents an overview of the questionnaire data for each research variable, namely Peer Influence, Economic Literacy, Celebrity Worship, and Purchase Intention, based on the classification of score ranges.

$$I = \frac{S_{max} - S_{min}}{K}$$

Contents:

I = Interval

S_{max} = Maximum Score Measuring Item

S_{min} = Minimum Score Measuring Item

K = Categories

Table 4. Description of Peer Influence (X1)

Categories	Score Range	Number of Samples	Percentage
Low	10-20	1	0.3%
Medium	21-30	6	1.7%
High	31-40	44	12.6%
Very High	41-50	297	85.3%

These results indicate that the majority of respondents have a very high level of peer influence. This finding suggests that social interactions, peer opinions, and information obtained from friends play an important role in shaping respondents' purchase intention toward Blackpink concert tickets.

Table 5. Description of Economic Literacy (X2)

Categories	Score Range	Number of Samples	Percentage
Low	0-3	0	0%
Medium	4-6	0	0%
High	7-9	106	30.5%
Very High	10-12	242	69.5%

These results indicate that the majority of respondents have a very high level of economic literacy. This finding suggests that most respondents possess a strong understanding of basic economic concepts, particularly in relation to financial decision-making and consumption behavior.

Table 6. Description of Purchase Intention (Y)

Categories	Score Range	Number of Samples	Percentage
Low	8-16	2	0.6%
Medium	17-24	2	0.6%
High	25-32	63	18.1%
Very High	33-40	281	80.7%

These results indicate that the majority of respondents have a very high level of purchase intention toward Blackpink concert tickets. This finding suggests that respondents show strong interest, positive attitudes, and willingness to spend both effort and financial resources to attend Blackpink concerts.

Table 7. Description of Celebrity Worship (Z)

Categories	Score Range	Number of Samples	Percentage
Low	9-18	2	0.6%
Medium	19-27	4	1.1%
High	28-36	65	18.7%
Very High	37-45	277	79.6%

These results indicate that the majority of respondents demonstrate a very high level of celebrity worship toward Blackpink. This finding suggests that respondents tend to have strong emotional attachment, admiration, and psychological involvement with their idol, which may strengthen their intention to purchase Blackpink concert tickets.

Outer Model Evaluation

The outer model evaluation was conducted to assess the validity and reliability of the first-order constructs. The assessment included convergent validity and construct reliability testing. During the initial testing stage, several indicators showed outer loading values below the recommended threshold of 0.60. Therefore, indicators that did not meet the criteria were removed from the model before further analysis was conducted.

Table 8. Validity and Reliability Test First Order

No.	Variable	Dimensions	Indicator	Loading Factor	Composite reliability	Average variance extracted (AVE)	Remarks
1.	Peer Influence (X1)	Normative Influence	PI1	0.718	0.762	0.517	Fulfilled
			PI3	0.731			
			PI4	0.707			
		Informational Influence	PI7	0.690	0.769	0.527	Fulfilled
			PI8	0.703			
			PI10	0.782			
2.	Economic Literacy (X2)		Score	1.000	1.000	1.000	Fulfilled
3.	Purchase Intention (Y)	Positive Attitudes Toward Product	PIN1	0.816	0.734	0.582	Fulfilled
			PIN2	0.705			
		Perceive Control	PIN3	0.889	0.749	0.605	Fulfilled
			PIN4	0.648			
		Perceive Price	PIN5	0.735	0.744	0.592	Fulfilled
			PIN6	0.803			
		Willingness to Pay and Effort	PIN7	0.810	0.795	0.660	Fulfilled
			PIN8	0.814			
4.	Celebrity Worship (Z)	Entertainment-Social	CW1	0.811	0.776	0.634	Fulfilled
			CW3	0.782			
		Intense-Personal	CW4	0.831	0.762	0.617	Fulfilled
			CW6	0.736			
		Borderline-Pathological	CW7	0.744	0.793	0.560	Fulfilled
			CW8	0.779			
			CW9	0.721			

Based on Table 8, all remaining indicators have outer loading values above 0.60. In addition, the Average Variance Extracted (AVE) values are greater than 0.50, while the Composite Reliability values exceed 0.70. These results indicate that all first-order constructs meet the requirements of validity and reliability.

Table 9. Fornell Larcker First Order

Dimensions	(X1) Normative Influence	(X1) Informational Influence	(Y) Positive Attitudes Toward Product	(Y) Perceive Control	(Y) Percieve Price	(Y) Willingness to Pay and Effort	(Z) Entertainment-Social	(Z) Intense-Personal	(Z) Borderline-Pathological
(X1) Normative Influence	0.719								
(X1) Informational Influence	0.524	0.726							
(Y) Positive Attitudes Toward Product	0.382	0.382	0.763						
(Y) Perceive Control	0.349	0.424	0.294	0.778					
(Y) Percieve Price	0.298	0.378	0.361	0.202	0.770				
(Y) Willingness to Pay and Effort	0.370	0.286	0.285	0.421	0.226	0.812			
(Z) Entertainment-Social	0.347	0.353	0.527	0.291	0.289	0.241	0.796		
(Z) Intense-Personal	0.395	0.444	0.341	0.293	0.314	0.267	0.427	0.785	
(Z) Borderline-Pathological	0.416	0.435	0.275	0.312	0.383	0.460	0.403	0.340	0.749

Table 9 shows that the square root of AVE values for all constructs are higher than the correlation values with other constructs. This result indicates that each construct is able to measure its own concept properly and can be clearly distinguished from other constructs in the model.

After the first-order constructs met the validity and reliability requirements, the analysis was continued to the second-order construct using the embedded two-stage approach. In this stage, the dimensions from each first-order construct were used to represent the higher-order variables. The evaluation was conducted by examining the loading values of each dimension on its respective higher-order construct. The results of the second-order construct testing are presented in Table 10.

Table 10. Second Order Evaluation

No.	Variable	Dimensions	Loading	T-Statistic	P-Value	Remarks
1.	Peer Influence (X1)	Normative Influence	0.845	18.651	<0.001	Fulfilled
		Informational Influence	0.898	22.909	<0.001	Fulfilled
2.	Economic Literacy (X2)	Score	1.000	1.000	<0.001	Fulfilled
3.	Purchase Intention (Y)	Positive Attitudes Toward Product	0.756	12.453	<0.001	Fulfilled
		Perceive Control	0.673	7.870	<0.001	Fulfilled
		Percieve Price	0.667	8.538	<0.001	Fulfilled
		Willingness to Pay and Effort	0.645	9.733	<0.001	Fulfilled
4.	Celebrity Worship (Z)	Entertainment-Social	0.783	20.085	<0.001	Fulfilled
		Intense-Personal	0.758	14.093	<0.001	Fulfilled
		Borderline-Pathological	0.768	25.250	<0.001	Fulfilled

Table 10 shows that all dimensions have loading values above 0.60 and significant p-values below 0.05. These findings indicate that all dimensions are able to explain their respective higher-order constructs adequately. Therefore, the second-order constructs in this study meet the required validity criteria.

Inner Model Evaluation

The inner model evaluation was conducted to examine the structural relationships among variables in the research model. This assessment included the analysis of R-square (R^2), predictive relevance (Q^2), effect size (f^2), and Standardized Root Mean Square Residual (SRMR) values to determine the model's explanatory power, predictive capability, effect contribution, and overall model fit. The results of the inner model evaluation are presented in Table 11.

Table 11. Inner Model Evaluation Result

Variable/Relationship	R^2	Adjusted R^2	Q^2	f^2	Effect Size	SRMR
Celebrity Worship	0.354	0.352	0.200	-	Moderate	0.064
Purchase Intention	0.480	0.475	0.212	-	Moderate	0.064
Peer Influence to Celebrity Worship	-	-	-	0.548	Large	-
Celebrity Worship to Purchase Intention	-	-	-	0.228	Medium	-
Peer Influence to Purchase Intention	-	-	-	0.147	Small-Medium	-
Economic Literacy to Purchase Intention	-	-	-	0.006	Very Small	-

Table 11 presents the results of the inner model evaluation, including R-square (R^2), predictive relevance (Q^2), effect size (f^2), and SRMR values. The R^2 results indicate that Celebrity Worship and Purchase Intention are explained by the predictor variables at 35.4% and 48.0%, respectively, indicating moderate explanatory power.

Furthermore, both endogenous constructs have Q^2 values greater than 0, demonstrating that the model has adequate predictive relevance. The f^2 analysis shows that Peer Influence has a large effect on Celebrity Worship, while Celebrity Worship has a medium effect on Purchase Intention. In contrast, Economic Literacy shows a very small effect on Purchase Intention. In addition, the SRMR value of 0.064 is below the recommended threshold of 0.08, indicating that the structural model has a good model fit and is acceptable for hypothesis testing.

Direct and Indirect Hypothesis Testing

Hypothesis testing was conducted to examine both the direct and indirect relationships among variables in the structural model. The analysis was performed using the bootstrapping procedure in SmartPLS by evaluating the path coefficient, t-statistics, and p-values. A hypothesis is considered significant when the t-statistics value is greater than 1.96 and the p-value is below 0.05.

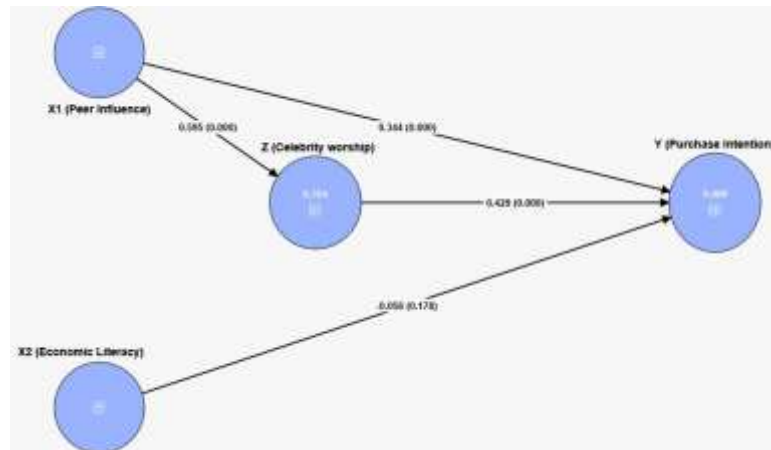


Figure 2. Hypothesis Testing Result

The structural model and the relationships among variables are illustrated in Figure 2, while the detailed results of direct and indirect effect testing are presented in Table 12.

Table 12. Direct and Indirect Influence of Variable Relationship

Hypothesis	Variable Relationship	Path Coefficients	T-Statistics	P-Values	Result
H1	The Effect of Peer Influence on Purchase Intention	0.344	5.048	<0.001	Very Significant
H2	The Effect of Economic Literacy on Purchase Intention	-0.056	1.346	0.178	Not Significant
H3	The Effect of Celebrity Worship on Purchase Intention	0.429	5.693	<0.001	Very Significant
H4	The Effect of Peer Influence on Celebrity Worship	0.595	8.559	<0.001	Very Significant
H5	The Indirect Effect of Peer Influence on Purchase Intention Through Celebrity Worship	0.256	4.675	<0.001	Very Significant

The results of hypothesis testing show that Peer Influence has a positive and significant effect on Purchase Intention. The relationship is supported by a path coefficient of 0.344, a t-statistics value of 5.048, and a p-value of 0.000. This finding indicates that stronger peer influence can increase respondents' intention to purchase concert tickets.

The second hypothesis examines the effect of Economic Literacy on Purchase Intention. The results show a coefficient value of -0.056, a t-statistics value of 1.346, and a p-value of 0.178. Since the p-value is greater than 0.05, the effect is not significant. This result suggests that respondents' level of economic literacy does not significantly influence their purchase intention.

Furthermore, Celebrity Worship has a positive and significant effect on Purchase Intention, with a coefficient value of 0.429, a t-statistics value of 5.693, and a p-value of 0.000. This finding indicates that respondents with higher levels of celebrity worship tend to have stronger intentions to purchase concert tickets.

The fourth hypothesis shows that Peer Influence has a positive and significant effect on Celebrity Worship. The relationship is supported by a coefficient value of 0.595, a t-statistics value of 8.559, and a p-value of 0.000. This

result means that stronger peer influence is associated with higher levels of celebrity worship among respondents.

Finally, the indirect effect analysis demonstrates that Peer Influence significantly affects Purchase Intention through Celebrity Worship. The indirect relationship has a coefficient value of 0.256, a t-statistics value of 4.675, and a p-value of 0.000. Since the direct effect of Peer Influence on Purchase Intention is also significant, Celebrity Worship acts as a partial mediator in the relationship between Peer Influence and Purchase Intention.

DISCUSSION

The Effect of Peer Influence on Purchase Intention

The findings of this study confirm that peer influence plays a significant role in shaping purchase intention. This result reinforces the concept of subjective norm in the Theory of Planned Behavior, which emphasizes that social pressure from the surrounding environment can influence an individual's behavioral intention (Ajzen, 1991; Wang et al., 2012). In the context of K-pop fandom, peer interaction particularly through communication, discussion, and information exchange functions as a mechanism that strengthens individuals' tendency to develop purchase intention. This finding is consistent with previous studies showing that social interaction within communities contributes to the formation of consumption intention (Gunawan et al., 2023; Harrigan et al., 2021). However, this study extends prior research by demonstrating that peer influence operates not merely as external pressure, but as an active social process that shapes perception, reinforces confidence, and ultimately strengthens intention.

The Effect of Economic Literacy on Purchase Intention

In contrast, economic literacy does not show a significant effect on purchase intention, despite respondents demonstrating a relatively high level of economic understanding. This finding challenges the conventional assumption in economic education that higher economic literacy always leads to more rational consumption behavior. In this study, the non significant relationship can be explained by the nature of the consumption context, which is experiential rather than utilitarian. Concert ticket purchasing is strongly driven by emotional value, personal meaning, and the desire for experience, which often outweigh rational economic considerations. This finding supports previous research indicating that economic literacy may lose its explanatory power in contexts where emotional and symbolic factors dominate (Cahyono & Rizqi, 2024; Muttaqin et al., 2022). More importantly, this result reveals a critical insight: economic literacy does not necessarily suppress purchase intention but rather functions as a background cognitive ability that may not be activated in emotionally driven decisions.

The Effect of Celebrity Worship on Purchase Intention

The significant effect of celebrity worship on purchase intention highlights the central role of emotional attachment in consumer behavior. This finding aligns with the attitude component in the Theory of Planned Behavior, where a positive evaluation toward an object leads to stronger behavioral intention (Ajzen, 1991). In this study, celebrity worship represents emotional attachment

that transforms admiration into behavioral intention. The Absorption Addiction Model further explains that emotional involvement with celebrities develops gradually and can drive individuals to express their attachment through consumption behavior (Mccutcheon et al., 2002). This finding is consistent with previous studies indicating that emotional attachment toward idols significantly increases consumption intention (Siahaan et al., 2024; Singh & Banerjee, 2018). In the context of K-pop concerts, attending a concert is not merely an entertainment activity but a meaningful experience that strengthens the emotional bond between fans and idols.

The Effect of Peer Influence on Celebrity Worship

Furthermore, the results show that peer influence significantly affects celebrity worship, indicating that emotional attachment is not purely an individual phenomenon but is socially constructed. This finding supports the perspective of social learning and consumer socialization, where individuals develop preferences and emotional attachment through interaction within their social environment (Duhita Pramintari et al., 2024; Samsiyah et al., 2023; Xie, 2021). In fandom communities, continuous interaction, information exchange, and shared experiences reinforce emotional engagement with idols. This study provides additional insight by showing that peer influence in this context is more informational than normative, meaning that emotional attachment is shaped through communication and shared understanding rather than direct social pressure.

The Indirect Effect of Peer Influence on Purchase Intention Through Celebrity Worship

The mediating role of celebrity worship further strengthens the understanding of how social and psychological factors interact in shaping purchase intention. The results indicate that peer influence does not only have a direct effect on purchase intention but also an indirect effect through celebrity worship. This finding extends the Theory of Planned Behavior by demonstrating that subjective norms can influence attitudes before affecting behavioral intention. In this study, peer influence encourages individuals to engage in fandom-related interactions, which gradually strengthens emotional attachment (celebrity worship), and ultimately leads to stronger purchase intention (Harrigan et al., 2021; Singh & Banerjee, 2018). This mechanism provides a more comprehensive explanation of consumer behavior by integrating social influence and psychological processes within a single framework.

From a broader perspective, this study reveals an important paradox in consumer behavior within the K-pop context. Although fans demonstrate high levels of engagement and strong emotional attachment, this does not always translate into actual purchasing behavior, as reflected in the unsold-out concert phenomenon. This paradox highlights that purchase intention is not determined by a single dominant factor but is shaped by the interaction between social influence, emotional attachment, and rational consideration. This finding represents the main novelty of the study, as it moves beyond fragmented

explanations and offers an integrated perspective that captures the complexity of real-world consumer decision making.

From the perspective of economic education, these findings provide meaningful implications. The results indicate that economic literacy alone is not sufficient to explain consumption behavior, particularly in contexts where emotional and social factors are dominant. This suggests that economic education should not only focus on rational decision-making but also incorporate an understanding of emotional and social influences in shaping economic behavior. In this study, purchase intention reflects not only economic reasoning but also the interaction between cognitive, emotional, and social dimensions. Therefore, this study contributes to economic education by demonstrating that real-life economic decisions are inherently multidimensional and cannot be fully explained by rational considerations alone.

CONCLUSION AND RECOMMENDATIONS

This study aims to examine the influence of peer influence and economic literacy on purchase intention toward Blackpink concert tickets in Indonesia, with celebrity worship as a mediating variable. Based on the results of data analysis, several important conclusions can be drawn. Peer influence is found to have a significant effect on purchase intention, indicating that social interaction within peer groups plays an important role in shaping individuals' tendency to engage in consumption behavior. This influence primarily operates through communication and information exchange, which strengthens perception and confidence in forming purchase intention. In contrast, economic literacy does not show a significant effect on purchase intention, suggesting that rational economic understanding does not necessarily determine consumption decisions, particularly in experiential consumption contexts where emotional factors are more dominant. Celebrity worship is proven to significantly influence purchase intention, indicating that emotional attachment toward idols plays a central role in shaping individuals' willingness to purchase concert tickets. Furthermore, peer influence significantly affects celebrity worship, demonstrating that emotional attachment is not only formed individually but also socially constructed through interaction within fandom communities. The findings also reveal that celebrity worship mediates the relationship between peer influence and purchase intention, indicating that social influence operates both directly and indirectly through psychological attachment mechanisms.

Recommendations can be proposed. For practitioners, particularly concert organizers and artist management, strategies should emphasize strengthening social interaction within fan communities, such as encouraging communication, information sharing, and engagement among fans, as these have been shown to significantly influence purchase intention. In addition, efforts to enhance emotional attachment between fans and idols should be prioritized through interactive content, exclusive experiences, and direct engagement. From the perspective of economic education, this study suggests that learning should not only focus on rational decision making but also incorporate an understanding of emotional and social influences in shaping consumption behavior. This approach can help individuals develop a more comprehensive understanding of real world

economic decision making. For future research, it is recommended to explore different consumption contexts, such as essential goods or long term financial decisions, to further examine the role of economic literacy. Future studies may also include additional variables such as emotional attachment or hedonic motivation to provide a more comprehensive explanation of purchase intention

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