

ABSTRACT

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THE INFLUENCE OF ERIKA RICHARDO'S PERSONAL BRANDING ON FAN LOYALTY (STUDY ON GENERATION Z FOLLOWERS @ERIKARICHARDO)

Keywords : Personal Branding, Fan Loyalty, Generation Z, Instagram, Influencers, Social Media, Quantitative Case Studies.

(x + 67 + Attachment)

This research aims to investigate the influence of personal branding on Generation Z fan loyalty through Instagram social media, focusing on a quantitative study of Erika Richardo. Personal branding is defined as a strategy used by individuals to build and maintain their self-image in the minds of fans. This research tries to identify the personal branding elements that are most influential in increasing fan loyalty, using Instagram as the main platform for interaction. This research method involves a quantitative survey of fans of Erika Richardo, a member of Generation Z who is active on Instagram social media. Data collection was carried out through an online questionnaire that focused on fans' perceptions of various aspects of Erika Richardo's personal branding. This research uses a quantitative approach with survey methods. The population of this research is Erika Richardo fans who are Generation Z. The data collection technique in this research was determined by quota sampling which was calculated using the Lemeshow formula and distributed to 96 respondents in the form of a Google Form. Data processing and analysis techniques in this research are normality test, simple linear regression analysis, mean value per variable, and T test. Data validity techniques in this research are validity test and reliability test. The results of this research are the influence of personal branding on fan loyalty. This is proven by the results of the mean value on variable X (Personal Branding). Apart from that, it is proven through the results of the T test, namely, $t_{count} > t_{table}$, then H_0 is rejected and H_1 is accepted. The results of this test have meaning, namely, personal branding has an influence on fan loyalty.

Bibliography (1948-2024)