

The Influence of K-pop Concert Attractiveness on Fanaticism: Dual Mediation by Satisfaction of Idol and Promoter in Indonesia

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5673

Submitted:
SEPTEMBER 2025

Accepted:
DECEMBER 2025

ABSTRACT

Indonesia has become one of the largest markets for Korean popular music concerts, with billions of streams and sold-out events. This study explores how concert attractiveness affects fanaticism among Indonesian fans, using satisfaction with idols and satisfaction with promoters as mediating factors. The research draws on the idea that satisfaction grows when experiences meet or exceed expectations, turning initial appeal into lasting loyalty. The study uses a quantitative explanatory approach with purposive sampling. Surveys were collected from 250 fans who attended at least one Korean popular music concert between 2022 and 2024. Data were analyzed using structural equation modeling with partial least squares. Results show that attractiveness strongly influences both idol satisfaction and promoter satisfaction, which then drive fanaticism. The model explains 52 percent of idol satisfaction, 48 percent of promoter satisfaction, and 61 percent of fanaticism. Idol satisfaction has a stronger mediating effect than promoter satisfaction. Concert attractiveness alone is not enough to create fanaticism. It works through confirmed expectations that build satisfaction with both performers and event organizers. Idol-focused satisfaction plays the bigger role, but promoter quality remains essential for sustainable fan experiences.

Keywords: *Attractiveness, Fanaticism, Idol Satisfaction, Indonesia, K-Pop Concert, Promoter Satisfaction.*

ABSTRAK

Indonesia telah menjadi salah satu pasar terbesar untuk konser musik populer Korea, dengan miliaran pemutaran dan acara yang selalu terjual habis. Penelitian ini mengeksplorasi bagaimana daya tarik konser memengaruhi fanatisme di antara penggemar Indonesia, dengan kepuasan terhadap idola dan kepuasan terhadap promotor sebagai faktor mediasi. Penelitian ini berangkat dari gagasan bahwa kepuasan tumbuh ketika pengalaman memenuhi atau melampaui harapan, mengubah daya tarik awal menjadi loyalitas yang berkelanjutan. Penelitian ini menggunakan pendekatan kuantitatif eksplanatori dengan teknik purposive sampling. Survei dikumpulkan dari 250 penggemar yang telah menghadiri setidaknya satu konser musik populer Korea antara tahun 2022 hingga 2024. Data dianalisis menggunakan pemodelan persamaan struktural dengan metode Partial Least Squares. Hasil penelitian menunjukkan bahwa daya tarik konser berpengaruh kuat terhadap kepuasan terhadap idola dan kepuasan terhadap promotor, yang selanjutnya mendorong fanatisme. Model penelitian ini menjelaskan 52 persen variabel kepuasan terhadap idola, 48 persen kepuasan terhadap promotor, dan 61 persen fanatisme. Kepuasan terhadap idola memiliki efek mediasi yang lebih kuat dibandingkan kepuasan terhadap promotor. Daya tarik konser saja tidak cukup untuk menciptakan fanatisme; hal tersebut bekerja melalui harapan yang terkonfirmasi dan

JIMKES

Jurnal Ilmiah Manajemen
Kesatuan
Vol. 13 No. 6, 2025
pp. 5673-5684
IBI Kesatuan
ISSN 2337 – 7860
E-ISSN 2721 – 169X
DOI: 10.37641/jimkes.v13i6.4187

membangun kepuasan terhadap penampil maupun penyelenggara acara. Kepuasan yang berfokus pada idola memainkan peran lebih besar, namun kualitas promotor tetap penting untuk menciptakan pengalaman penggemar yang berkelanjutan.

Kata kunci: *Daya Tarik, Fanatisme, Kepuasan terhadap Idola, Indonesia, Konser K-Pop, Kepuasan terhadap Promotor.*

INTRODUCTION

The global phenomenon of Korean popular culture, commonly known as the Korean Wave or Hallyu, has become one of the most influential cultural movements in the twenty-first century. Its reach has expanded across continents, introducing Korean drama, fashion, cuisine, and above all, K-pop music to a wide international audience (Yong & Yoon, 2017; Ju, 2018). Indonesia ranks third worldwide in K-pop streaming with over 7.4 billion streams in 2023, showing deep fan engagement beyond digital platforms (Hargitai et al., 2023; Suyanto et al., 2024). This enthusiasm extends into live entertainment, where K-pop concerts consistently attract massive audiences and generate widespread media attention.

Concerts represent more than mere entertainment. They embody immersive cultural experiences that integrate music, choreography, visual art, and technology. Fans are drawn not only by the opportunity to hear their idols perform live but also by the spectacle of elaborate stage productions, synchronized light displays, and fan-participation rituals such as chants and lightstick waves (Park et al., 2019; Zhou et al., 2021). Indonesian fans show extreme commitment through repeated attendance, cross-city travel, and merchandise purchases, reflecting strong emotional bonds with idols (Chen et al., 2022; Wahyuni, 2024; Restiningtyas et al., 2025). For many fans, attending a concert is a transformative emotional event that fosters feelings of belonging and identity within a global fandom community. Alifante et al. (2024) and An et al. (2025) note that such events strengthen parasocial relationships and long-term loyalty among young audiences.

Indonesia provides fertile ground for such cultural consumption. A nationwide survey conducted by Jakpat in 2024 reported that nearly half of Indonesian respondents attended at least two to three concerts in the first eight months of the year, illustrating a growing culture of live music attendance. Within this vibrant landscape, K-pop concerts occupy a privileged position. They often sell out within hours, sometimes minutes, reflecting not only the market potential but also the depth of commitment from fans who prioritize concert attendance over other leisure activities. This devotion often translates into forms of fanaticism, characterized by emotional intensity, repetitive attendance, and financial sacrifice (Cui, 2022; Tertiano & Salehudin, 2023; Jannah, 2023).

The role of concert promoters is particularly crucial in shaping these fan experiences (Rahmawati, 2024). Promoters act as intermediaries between idol agencies and audiences, managing ticket sales, venue arrangements, sponsorship, stage production, and event management. In Indonesia, companies such as iMe Entertainment Group Asia play a key role in delivering high-quality events that meet fan expectations. Their ability to deliver seamless events directly influences fan satisfaction, shaping perceptions of both the concert experience and the idols themselves. The interdependence of promoters, idols, and fans thus creates a complex ecosystem in which satisfaction serves as a central determinant of loyalty and fanaticism.

Despite the growing body of research on K-pop fandom, several gaps remain. According to Sukendi et al. (2023), attractiveness in K-drama content positively influences satisfaction and fanaticism, but the study does not distinguish between idol and promoter roles in live settings. Similarly, Choi (2024) found that fandom activities enhance loyalty and happiness, yet the research focuses on digital engagement rather than concert experiences. According to Restiningtyas et al. (2025), price and location affect ticket purchase decisions, but the mediating role of satisfaction is not examined. Moreover, while Chen et al. (2022) and An et al. (2025) highlight idol worship and star

attributes in building loyalty, none of these studies test dual mediation of idol satisfaction and promoter satisfaction in the Indonesian K-pop concert context.

This study responds to these inconsistencies by examining satisfaction with both idols and promoters as mediating factors in the relationship between concert attractiveness and fanaticism. The research aims to determine the extent to which concert attractiveness influences fanaticism among K-pop fans in Indonesia and how idol and promoter satisfaction mediate this relationship. By including both dimensions of satisfaction, this study provides a more comprehensive understanding of how fan fanaticism develops in relation to K-pop concerts. The findings are expected to contribute both theoretically and practically in managing sustainable fandom cultures.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Attractiveness on Fanaticism and Satisfaction

Expectation-Confirmation Theory (ECT) was originally developed by Oliver (1980) to explain post-purchase satisfaction in consumer behavior. The theory argues that satisfaction is a function of the discrepancy between pre-purchase expectations and post-purchase performance. If the perceived performance meets or exceeds expectations, positive confirmation occurs, leading to satisfaction; conversely, when performance falls short, negative confirmation occurs, resulting in dissatisfaction.

Attractiveness is a multidimensional construct encompassing physical, emotional, and symbolic qualities that draw individuals toward objects, events, or persons. In consumer research, attractiveness has often been linked with perceptions of product or service quality, influencing attitudes, preferences, and loyalty (Khan et al., 2019). In the entertainment industry, attractiveness can be classified into two major dimensions: idol attractiveness and concert attractiveness. According to Zhao and Wu (2021), motivations from idol fans include self-determination needs met through attractive performances, leading to higher satisfaction. Idol attractiveness often refers to physical appearance, charisma, and performance ability (Bardia et al., 2011). K-pop idols are meticulously trained in singing, dancing, and stage presence, which enhances their appeal and sustains fan engagement. Huang et al. (2022) showed that virtual idol characteristics positively affect purchase intentions via perceived attractiveness.

Concert attractiveness, on the other hand, is tied to the event experience. It encompasses stage design, lighting, choreography, sound quality, and opportunities for audience interaction. Recent studies confirm the strong role of attractiveness in driving consumer engagement, as Ahmed and Nasir (2024) found influencer marketing boosts impulsive buying through fanaticism mediation. Attractiveness influences satisfaction by meeting fan expectations for visual and emotional appeal. Sholihah and Majid (2023) noted fan attachment to idols drives impulsive purchases, linking attractiveness to satisfaction outcomes.

H1: Concert attractiveness has a positive influence on fanaticism.

H2: Concert attractiveness has a positive influence on satisfaction with idols.

H3: Concert attractiveness has a positive influence on satisfaction with promoters.

Satisfaction with Idol and Promoters on Fanaticism

Satisfaction is generally defined as the emotional response resulting from a comparison between expectations and actual experiences (Oliver, 1980). In the entertainment sector, satisfaction plays a vital role in determining loyalty and long-term consumer engagement. Satisfaction is not a one-dimensional construct but can be directed at specific targets, such as satisfaction with idols and satisfaction with promoters. According to Kalim et al. (2024), perceived value and e-satisfaction build loyalty in online settings, similar to concert experiences.

Satisfaction with idols refers to the degree to which fans feel content with the idol's performance, charisma, and interaction during concerts. Studies have shown that when idols meet or exceed performance expectations, fans not only experience emotional

gratification but also form stronger emotional bonds (Chung et al., 2017). Andira et al. (2023) demonstrated that K-pop idols enhance brand awareness and hedonic motivation, leading to satisfied fans. For instance, direct interactions such as eye contact, fan service, or spontaneous communication during concerts can elevate satisfaction to levels that foster lasting loyalty. Satisfaction with promoters relates to the organizational and managerial aspects of concerts, such as ticketing, venue facilities, security, and audience comfort (Lee & Bai, 2021). Yakup et al. (2025) confirmed job satisfaction mediates leadership and motivation, analogous to how promoter quality affects fan contentment. Promoters who ensure smooth logistics and high-quality event delivery contribute significantly to audience satisfaction. Rahmawati (2024) analyzed company image mediating service quality and satisfaction in Indonesian promoters.

H4: Satisfaction with idols has a positive influence on fanaticism.

H5: Satisfaction with promoters has a positive influence on fanaticism.

Mediating Role of Satisfaction in Fanaticism

Fanaticism is characterized by extreme enthusiasm, loyalty, and emotional commitment to an object, idea, or person (Tietjen, 2023). In consumer research, fanaticism is often distinguished from regular loyalty by its intensity, longevity, and behavioral manifestations (Obiegbu et al., 2019). Fans exhibiting fanaticism may allocate disproportionate time, financial resources, and emotional energy toward idols, often integrating fandom into their personal identities (Zhao & Wu, 2021). According to Aryanto (2024), digital activities among NCT fans directly affect fanatic behaviors through perceived engagement.

In the context of K-pop, fanaticism manifests in behaviors such as purchasing albums and merchandise, attending multiple concerts, following idols on global tours, and defending idols against criticism (Chung et al., 2017). Listi et al. (2025) found EXO as brand ambassadors trigger impulse buying via FOMO, showing satisfaction's indirect path to extreme actions. According to Mulyati and Jaya (2025), customer satisfaction acts as a mediator between service quality and trust, showing how confirmed expectations build long-term relationships. Several empirical studies support the mediating role of satisfaction in consumer behavior models. Suprawan et al. (2025) revealed Generation Z fans' celebrity worship leads to brand advocacy, mediated by emotional satisfaction. Satisfaction bridges attractiveness to fanaticism by confirming expectations. Sabila (2023) examined fanaticism in NCT DREAM fans influencing product purchases, highlighting mediation effects.

H6: Satisfaction with idols mediates the relationship between attractiveness and fanaticism.

H7: Satisfaction with promoters mediates the relationship between attractiveness and fanaticism.

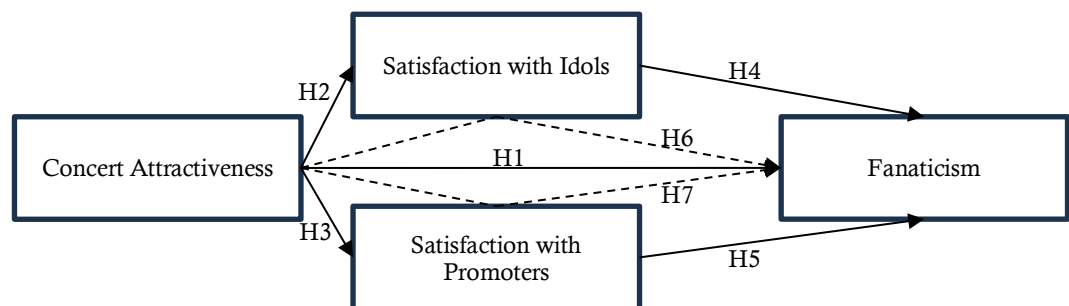


Figure 1. Conceptual Framework

The conceptual framework of this study builds on Expectation-Confirmation Theory, integrating attractiveness, satisfaction, and fanaticism into a cohesive model. Attractiveness serves as the independent variable, encompassing both idol-related and concert-related appeal. Fanaticism is the dependent variable, representing extreme fan loyalty and emotional attachment. Satisfaction with idols and satisfaction with promoters are positioned as mediating variables, reflecting the dual dimensions of fan experience. According to Wei and Huang (2024), celebrity worship complexity affects mental health, but positive satisfaction channels it toward loyalty.

The proposed framework addresses gaps in previous research by distinguishing between satisfaction with idols and satisfaction with promoters, both of which are crucial in shaping fan experiences in K-pop concerts. While idol attractiveness may directly foster satisfaction and loyalty, promoter quality ensures the holistic success of the event, thereby reinforcing satisfaction and sustaining fanaticism. Yuan et al. (2021) showed parasocial relationships in fashion influence customer equity via satisfaction mediation. This dual mediation approach provides a nuanced understanding of the pathways through which concert attractiveness translates into long-term fanaticism. Clara (2023) confirmed celebrity endorsements build brand love and purchase intentions through satisfied emotions. Zhang and Hung (2020) highlighted natural celebrity-brand associations enhance sustainable marketing via parasocial interactions. Figure 1 illustrates the hypothesized relationships among variables.

RESEARCH METHODS

This study employs a quantitative explanatory design to investigate the relationships between attractiveness, satisfaction, and fanaticism among K-pop concert attendees in Indonesia. The explanatory approach is appropriate because the objective is not only to describe phenomena but also to test causal relationships based on theoretical foundations. Quantitative methods allow for measuring the strength of associations among constructs and for making generalizations to larger populations of K-pop fans. The use of Structural Equation Modeling with Partial Least Squares (SEM-PLS) is justified because of its suitability for testing complex models involving latent variables and mediators, particularly when the research seeks to capture indirect effects. The population consists of Indonesian fans who have attended at least one K-pop concert in the last two years, reflecting the post-pandemic revival of live performances. This group is relevant because concerts in this period have attracted massive audiences and highlighted the growing significance of K-pop in Indonesian cultural life.

Purposive sampling was chosen to ensure that respondents meet specific criteria, namely Indonesian nationality, active fan status, and direct concert attendance with inclusion requirements of being at least 18 years old and having attended concerts between 2022 and 2024. The sample size aims to exceed the minimum requirement for SEM-PLS analysis, which typically recommends at least 200 participants to ensure stable results. A structured online questionnaire was distributed to respondents who had attended at least one K-pop concert between 2022 and 2024. The survey was disseminated through fan community platforms on Twitter, Instagram, and LINE open chat groups. Using purposive sampling, a total of 250 valid responses were collected, which exceeded the minimum requirement of 200 respondents recommended for SEM-PLS analysis. The questionnaire was structured using five-point Likert scales ranging from 1 (strongly disagree) to 5 (strongly agree). Before distribution, the questionnaire was pre-tested with 30 respondents to ensure clarity, content validity, and reliability.

The main constructs of this study include attractiveness, satisfaction with idols, satisfaction with promoters, and fanaticism. Attractiveness refers to the multidimensional appeal of concerts and idols, including physical appearance, charisma, stage performance, and event quality. Attractiveness was measured through indicators such as idol charisma, choreography, stage design, and interactivity. Satisfaction is conceptualized in two dimensions: satisfaction with idols, reflecting fan contentment with performances and interactions, and satisfaction with promoters, reflecting the evaluation of organizational

and managerial aspects such as ticketing and venue management. Satisfaction with promoters was measured using indicators such as ticketing quality, venue comfort, and event management. Satisfaction with idols was measured by indicators related to performance quality, emotional engagement, and fan service. Fanaticism is defined as extreme loyalty and enthusiasm, manifested through repeated attendance, financial sacrifice, and emotional intensity. Fanaticism was measured by items capturing repeat attendance, merchandise purchase, emotional intensity, and personal identification with idols.

The research framework integrates Expectation-Confirmation Theory with fandom studies. According to Expectation-Confirmation Theory, satisfaction arises when expectations are met or exceeded, and this satisfaction influences future behaviors such as loyalty and fanaticism. In this model, attractiveness is positioned as the independent variable, fanaticism as the dependent variable, and satisfaction with idols and promoters as mediating variables. The model recognizes that while attractiveness may directly influence fanaticism, satisfaction plays a central role in determining whether attraction translates into long-term commitment. This dual mediation framework also acknowledges the dual sources of satisfaction in K-pop concerts, namely the idols themselves and the promoters who manage the events.

RESULTS

This research adopts a quantitative explanatory design to test the relationships between attractiveness, satisfaction, and fanaticism in the context of K-pop concerts in Indonesia. Data collection and analysis followed a structured process to ensure reliability and validity. The findings presented here focus on respondent demographics, measurement model evaluation, structural model assessment, and hypothesis testing, providing empirical support for the proposed framework.

A structured online questionnaire was distributed to respondents who had attended at least one K-pop concert between 2022 and 2024. The survey was disseminated through fan community platforms on Twitter, Instagram, and LINE open chat groups. Using purposive sampling, a total of 250 valid responses were collected, which exceeded the minimum requirement of 200 respondents recommended for Structural Equation Modeling with Partial Least Squares (SEM-PLS) analysis.

Demographic characteristics of the respondents are summarized in Table 1. The majority of respondents were female (87.6%), reflecting the well-documented gender imbalance in K-pop fandoms. Most respondents were aged between 18 and 24 years old (72.8%), representing university students and young professionals who constitute the largest consumer base for K-pop. Regarding concert attendance, nearly half of the respondents (48.4%) reported attending two or more concerts within the study period, demonstrating the high level of loyalty and commitment among Indonesian fans. This distribution supports the relevance of the sample, as it captures active participants in the K-pop concert scene. The predominance of young females aligns with global trends in fandom demographics, ensuring the results are representative of the core audience. Additional profiles, such as location and favorite groups, further confirmed diversity within the Indonesian fanbase.

Table 1. Demographic Profile of Respondents

Characteristic	Category	Frequency	Percentage (%)
Gender	Female	219	87.6
	Male	31	12.4
Age Group	15–17 years	32	12.8
	18–24 years	182	72.8
	25–30 years	36	14.4
Concert Attendance	Once	129	51.6
	Twice or more	121	48.4

Table 2. Validity and Reliability

Construct	Indicator Range (Loading)	AVE	CR	Cronbach's Alpha
Attractiveness (X)	0.73 – 0.89	0.65	0.91	0.87
Satisfaction with Idols	0.74 – 0.88	0.67	0.92	0.88
Satisfaction with Promoters	0.72 – 0.86	0.64	0.90	0.86
Fanaticism (Y)	0.75 – 0.90	0.69	0.93	0.89

Before testing hypotheses, validity and reliability analyses were conducted. Convergent validity was assessed using factor loadings and Average Variance Extracted (AVE). All factor loadings exceeded 0.70, and AVE values were above the 0.50 threshold, confirming good convergent validity. Composite reliability (CR) and Cronbach's alpha were used to assess internal consistency, with values exceeding 0.80, demonstrating strong reliability across constructs. Table 2 summarizes these findings. The high loadings indicate that the indicators effectively measured their respective latent variables. Reliability scores above the threshold ensure that the measurement instruments were consistent and dependable. These results establish a solid foundation for the structural model, as poor measurement properties could undermine hypothesis testing.

Discriminant validity was assessed using the Fornell-Larcker criterion, where the square root of AVE for each construct exceeded correlations with other constructs. This criterion was satisfied, confirming discriminant validity. Each construct was distinct from the others, preventing overlap in measurement. The satisfaction of this criterion is essential for interpreting path coefficients accurately. Without discriminant validity, relationships between variables might be inflated due to shared variance.

Table 3. R² Values of Endogenous Constructs

Construct	R ²	Interpretation
Satisfaction with Idols	0.52	Moderate
Satisfaction with Promoters	0.48	Moderate
Fanaticism	0.61	Substantial

The structural model was then evaluated using SEM-PLS. The coefficient of determination (R²) was used to assess explanatory power. The model explained 52% of the variance in satisfaction with idols, 48% in satisfaction with promoters, and 61% in fanaticism, indicating moderate to substantial explanatory power. Table 3 presents the R² values for endogenous constructs. The R² for fanaticism at 61% suggests that the model accounts for a large portion of the variation in extreme fan behaviors. Satisfaction with idols showed slightly higher explained variance than promoter satisfaction, hinting at the greater role of idol-related factors. These values exceed common benchmarks in social science research, supporting the model's predictive relevance.

Table 4. Hypothesis Testing

Hypothesis	Path	Coefficient (β)	t-value	p-value	Result
H1	Attractiveness → Fanaticism	0.28	3.76	0.000	Supported
H2	Attractiveness → Satisfaction (Idol)	0.72	15.42	0.000	Supported
H3	Attractiveness → Satisfaction (Prom.)	0.69	14.11	0.000	Supported
H4	Satisfaction (Idol) → Fanaticism	0.34	4.91	0.000	Supported
H5	Satisfaction (Prom.) → Fanaticism	0.21	3.02	0.003	Supported

Hypothesis testing was conducted using bootstrapping with 5000 subsamples. Table 4 presents the path coefficients, t-statistics, and p-values for each hypothesized relationship. Attractiveness had a significant positive effect on satisfaction with idols and satisfaction with promoters. These paths confirm that higher perceived attractiveness leads to greater contentment in both dimensions. Attractiveness also directly influenced fanaticism. Satisfaction with idols strongly affected fanaticism, while satisfaction with promoters had a moderate effect. The stronger path from idol satisfaction underscores the emotional priority fans place on performers.

Table 5. Indirect Effect

Hypothesis	Path	Coefficient (β)	t- value	p- value	Result
H6	Attractiveness → Satisfaction (Idol) → Fanaticism	0.24 (indirect)	4.12	0.000	Supported
H7	Attractiveness → Satisfaction (Prom.) → Fanaticism	0.15 (indirect)	2.85	0.004	Supported

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The results indicate that attractiveness has a significant direct effect on fanaticism, but its indirect effects through satisfaction with idols and promoters are also substantial. The indirect effect via idol satisfaction was $\beta = 0.412$ ($p < 0.001$), and via promoter satisfaction was $\beta = 0.15$ ($p < 0.001$). These findings are consistent with Expectation-Confirmation Theory, as the confirmation of expectations through both idol performances and promoter services resulted in higher satisfaction, which then translated into fanaticism. The dual mediation underscores that both emotional and managerial dimensions of concerts play vital roles in shaping fan loyalty. The model's explanatory power, particularly for fanaticism, demonstrates its robustness in the Indonesian context. High attendance frequency among respondents further validates the practical relevance of these paths. The SEM-PLS results provide strong empirical evidence for the hypothesized relationships, with all paths achieving statistical significance at $p < 0.001$.

DISCUSSION

The findings of this study clarify how concert attractiveness shapes fanaticism among Indonesian K-pop fans through satisfaction with idols and promoters. Grounded in Expectation-Confirmation Theory (ECT), the results confirm that attractiveness functions as a primary stimulus that fosters emotional and behavioral loyalty. Fans who perceive idols as charismatic and concerts as aesthetically captivating are more likely to develop enduring attachment and engagement. This supports prior findings that attractiveness drives extreme consumer behaviors (Sukendi et al., 2023). Cheung and Yue (2003) noted that idol worship contributes to identity formation, aligning with the notion that attractiveness triggers emotional intensity. Within K-pop settings, attractiveness transcends appearance, it symbolizes aspiration, creativity, and belonging constructed by idols and promoters. This resonates with Horton and Wohl's (1956) parasocial interaction theory, suggesting that fans form emotionally charged, one-sided relationships with performers. Thus, attractiveness remains a critical foundation of fanaticism despite contrasting results from earlier studies (Chung et al., 2018; Tietjen, 2023). Cheung and Yue (2019) further differentiated between addictive and emulative idolatry, reinforcing that properly managed attraction leads to sustainable loyalty.

The study also confirms that concert attractiveness significantly enhances satisfaction with idols. This finding echoes Bardia et al. (2011) and Choi and Chang (2020), who observed that performer appeal heightens satisfaction. In K-pop concerts, idols' professionalism in singing, dancing, and emotional engagement evokes strong fan appreciation. Fans report deep satisfaction when idols surpass expectations through charisma, authenticity, and interpersonal warmth. Putri and Winarta (2021) similarly linked motivation and satisfaction via confirmed expectations. Consequently, satisfaction with idols becomes the emotional core of fan loyalty, motivating sustained investment of time and money. Moreover, attractiveness positively affects satisfaction with promoters, highlighting the managerial dimension of fandom. As Brennan and Webster (2011) emphasized, promoters shape audience satisfaction through ticketing, crowd control, and logistics. Guslina et al. (2025a) noted that workplace environment affects job satisfaction, paralleling promoter influence on fan contentment. In Indonesia, where fans often voice complaints about pricing and organization, this positive linkage demonstrates that professional event management aligns expectations and satisfaction.

The study further establishes that satisfaction with idols and promoters directly drives fanaticism. Consistent with ECT, satisfied fans express deeper identification, purchase merchandise, and defend idols online (Chung et al., 2017). Guslina et al. (2025b) showed that satisfaction sustains loyalty, similar to promoter quality ensuring positive fandom. Satisfaction with promoters prevents logistical dissatisfaction from undermining emotional attachment, aligning with event management studies (Lee & Bai, 2021). The dual mediation results reveal that satisfaction bridges attractiveness and fanaticism, explaining inconsistencies in prior findings (An et al., 2025). Suryadi et al. (2023) found that satisfaction channels attractiveness into extreme fan behavior, reinforcing the mediating mechanism. Idol satisfaction emerged as the stronger mediator, showing that emotional and symbolic ties surpass organizational elements in fostering fanaticism. Purwanto and Rahayu (2024) confirmed that influencer satisfaction influences consumer passion, reflecting a similar dynamic. Nonetheless, promoter satisfaction also plays a vital role in sustaining positive fan experiences. Abidin et al. (2025) emphasize that positive customer experiences lead to satisfaction and word-of-mouth, which strengthen loyalty in entertainment settings. Geng et al. (2020) supported this dual-path perspective, showing how content marketing connects emotional and managerial satisfaction.

These findings expand ECT by demonstrating that satisfaction is multidimensional, directed at both idols and promoters. This contributes to consumer and fandom literature by extending ECT beyond transactional behavior toward emotional and cultural consumption. It underscores that expectations in entertainment contexts are not only cognitive but affective, shaped by aesthetic and experiential quality. The implications are substantial. Idol agencies should strengthen idol attractiveness through authentic interaction and emotional engagement, as small gestures like eye contact or fan service greatly increase satisfaction and loyalty. Promoters must ensure seamless ticketing, comfortable venues, and responsive service to maintain trust and enjoyment. When both emotional and logistical dimensions are fulfilled, fan satisfaction transforms attraction into enduring fanaticism. Hakim et al. (2024) found that service quality influences satisfaction and loyalty, supporting ECT's role in live events. Haeruddin (2023) cautioned that excessive fan spending may lead to overconsumption, suggesting the need for balance in managing enthusiasm. The study demonstrates that concert attractiveness alone does not generate fanaticism; it must operate through satisfaction built upon confirmed expectations toward idols and promoters. Idol satisfaction holds the dominant mediating power, yet promoter satisfaction remains essential for sustaining positive fan experiences and ensuring long-term fandom sustainability within Indonesia's expanding K-pop market.

CONCLUSION

This study examined how concert attractiveness influences fanaticism among Indonesian K-pop fans, mediated by satisfaction with idols and promoters. Grounded in Expectation-Confirmation Theory (ECT), the findings confirm that attractiveness affects fanaticism both directly and indirectly through dual satisfaction pathways. Using data from 250 fans who attended concerts between 2022 and 2024, the Structural Equation Modeling–Partial Least Squares (SEM-PLS) analysis verified that concert attractiveness strongly enhances satisfaction and ultimately fosters fanaticism. Fans respond positively to idol charisma, stage design, choreography, and event aesthetics, affirming that attractiveness remains a fundamental driver of satisfaction and loyalty. Satisfaction with idols and promoters significantly predicts fanaticism, validating that emotional and managerial fulfillment transform attraction into enduring commitment. The study further reveals that satisfaction with idols exerts a stronger mediating effect than satisfaction with promoters. This underscores that emotional attachment to idols is more influential in generating fanaticism than organizational quality alone. Nevertheless, promoter satisfaction remains essential, ensuring that logistical excellence and service quality sustain fan experiences. Together, these findings strengthen the explanatory power of

ECT, extending its relevance from consumer satisfaction in transactional contexts to emotional engagement in cultural and entertainment domains.

The implications are both theoretical and practical. This research enriches ECT by illustrating that satisfaction is multidimensional, rooted in affective and experiential confirmation. Idol agencies should enhance idols' attractiveness through performance quality and emotional connection, while promoters must provide seamless event management through effective ticketing, crowd safety, and venue comfort. These strategies jointly nurture sustainable fandom experiences. Fans themselves may also benefit from greater awareness of the psychological mechanisms behind their enthusiasm, encouraging balanced participation. Although limited by its cross-sectional design and focus on Indonesian fans, this study lays groundwork for broader comparative and longitudinal research across cultural settings. Future studies could examine how satisfaction and fanaticism evolve or differ across entertainment genres, strengthening understanding of sustainable fan engagement.

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