ABSTRAK

Penelitian ini menguji pengaruh tiga *basic psychological needs,* yaitu *autonomy, relatedness,* dan *competence* terhadap *attachment strength, fan community identification, loyalty* dan *cooperation* yang dimoderasi oleh *fan community trust* menggunakan uji *structural equation modeling* atau SEM dengan aplikasi PLS. Data yang digunakan bersumber dari 462 partisipan dari penggemar *boyband* BTS yang mengikuti komunitas ARMY. Variabel terukur *autonomy* (5 indikator)*, relatedness* (6 indikator)*, competence* (5 indikator)*, attachment strength* (4 indikator), *fan community identification* (4 indikator)*, fan community trust* (3 indikator)*, loyalty* (3 indikator)*,* dan *cooperation* (3 indikator) diukur dengan masing-masing skala *likert* 7 poin. Dari hasil penelitian ini ditemukan bahwa terpenuhinya *basic psychological needs* dapat mempengaruhi *attachment strength,* dan memberikan pengaruh positif terhadap *fan community identification.* Ditemukan pula pada penelitian ini bahwa demografi responden dapat mempengaruhi *basic psychological needs* dan *fan community trust.* Kemudian penelitian ini dapat membuktikan bahwa *fan community identification* memiliki pengaruh yang positif terhadap *loyalty* dan *cooperation.*

Kata kunci: *human brand, brand community, basic psychological needs, attachment strength, fan community identification, fan community trust, loyalty, cooperation,* PLS, SEM.

ABSTRACT

This study examines the influence of three basic psychological needs; autonomy, relatedness, and competence toward attachment strength, fan community identification, loyalty, and cooperation, with fan community trust as moderating variable using structural equation modeling test or SEM and PLS application. The data used were sourced from 462 participants form boyband BTS fans who joined ARMY community. Variable autonomy (5 indicators), relatedness (6 indicators), competence (5 indicators), attachment strength (4 indicators), fan community identification (4 indicators), fan community trust (4 indicators), loyalty (3 indicators), and cooperation (3 indicators) are measured by each 7-point Likert scale. From the results of this study it was found that the fulfillment of basic psychological needs can affect attachment strength and have a positive influence on fan community identification. It was also found in this study that the respondents' demographics could affect basic psychological needs and fan community trust. Then this research can prove that fan community identification has a positive influence on loyalty and cooperation.

Keywords*: human brand, brand community, basic psychological needs, attachment strength, fan community identification, fan community trust, loyalty, cooperation, PLS, SEM.*