

ABSTRACT

This study aims to investigate the determinants of audience loyalty within the rapidly evolving digital entertainment industry, specifically focusing on the Virtual YouTuber (VTuber) phenomenon. Using Kureiji Ollie from Hololive Indonesia as a case study, this research examines the influence of Authenticity and Attractiveness on Loyalty, while analyzing the role of Interactivity as a mediating variable. This study employs a quantitative approach. Data were collected from 206 active viewers of Kureiji Ollie via online surveys distributed within fan communities. Data analysis was conducted using Structural Equation Modeling (SEM) techniques with AMOS software. Empirical results demonstrate that Interactivity is the strongest direct determinant of audience loyalty, followed by Attractiveness and Authenticity. The study also finds that Attractiveness acts as the primary trigger for interaction, where visual and social appeal significantly stimulate audience participation. Furthermore, Interactivity is proven to serve as an effective partial mediator, bridging the conversion of visual attraction and perceived Authenticity into long-term emotional commitment. These findings suggest a paradigm shift toward "Reciprocal PSI," where in the VTuber ecosystem, loyalty is driven not merely by passive observation of the avatar persona, but is solidified through the illusion of reciprocity and validation perceived via real-time interaction. This study recommends that VTuber agencies view interactivity as a strategic investment, while maintaining a balance between high-fidelity visual assets (Attractiveness) and talent mental well-being (Authenticity) to sustain a loyal fanbase in a competitive market.

Keywords: Virtual YouTuber, Audience Loyalty, Parasocial Interaction, Authenticity, Attractiveness, Interactivity, SEM.

