

**PENGARUH *CELEBRITY WORSHIP* TERHADAP *COMPULSIVE BUYING MERCHANDISE* PADA REMAJA AKHIR KOMUNITAS
NCTZEN KOTA BANDUNG**

ABSTRAK

Pemujaan terhadap selebriti K-pop menjadi topik perbincangan hingga saat ini. Ketika penggemar mengidolakan selebriti, ia akan merasa terikat dengan segala hal yang berhubungan dengan idolanya, salah satu contohnya adalah membeli *merchandise* idolanya. Ketika aktivitas belanja menjadi tidak dapat terkontrol dan berlebihan, hal tersebut cenderung menunjukkan perilaku *compulsive buying*. Penelitian Ini bertujuan untuk mengetahui pengaruh *celebrity worship* terhadap *compulsive buying merchandise* remaja akhir komunitas nctzen Kota Bandung. Responden dalam penelitian ini berjumlah 306 orang. Metode penelitian yang digunakan yaitu penelitian kuantitatif dengan pendekatan regresi linear sederhana. Teknik sampling menggunakan *non-probability sampling* dengan jenis *convenience sampling*, dengan menggunakan dua alat ukur yaitu skala *celebrity worship* (23 item valid; $\alpha = 0,917$) dan skala *compulsive buying* (29 item valid; $\alpha = 0,963$). Teknik analisis data dalam penelitian ini menggunakan analisis regresi sederhana dengan bantuan *IBM SPSS 25 for Windows*. Berdasarkan hasil pengolahan data diperoleh hasil bahwa hipotesis diterima, dimana nilai Sig 0,000 artinya *celebrity worship* memiliki pengaruh yang signifikan terhadap *compulsive buying*, selain itu nilai koefisien determinasi (R^2) diperoleh 0,424 yang artinya *celebrity worship* memiliki pengaruh terhadap *compulsive buying* dengan besar pengaruh 42,4%. Maka dari hasil uji hipotesis menunjukkan bahwa semakin tinggi *celebrity worship* semakin tinggi pula *compulsive buying*.

Kata Kunci: *celebrity worship*, pembelian kompulsif, remaja akhir, penggemar NCT

**THE EFFECT OF CELEBRITY WORSHIP ON COMPULSIVE BUYING
MERCHANDISE IN LATE ADOLESCENTS OF THE NCTZEN
COMMUNITY IN BANDUNG CITY**

ABSTRACT

Worship of K-pop celebrities is a topic of conversation today. When fans idolize celebrities, they will feel attached to everything related to their idols; one example is buying merchandise for their idols. When shopping activities become uncontrollable and excessive, this tends to show compulsive buying behavior. This study aims to determine the effect of celebrity worship on compulsive buying of merchandise for the late youth of the NCTzen community in Bandung City. Respondents in this study totaled 306 people. The research method used is quantitative research with a simple linear regression approach. The sampling technique uses non-probability sampling with the type of convenience sampling, using two measuring instruments, namely the celebrity worship scale (23 valid items; $\alpha = 0.917$) and the compulsive buying scale (29 valid items; $\alpha = 0.963$). The data analysis technique in this research uses simple regression analysis with the help of IBM SPSS 25 for Windows. Based on the results of data processing, the results showed that the hypothesis was accepted, where the Sig value of 0.000 means that celebrity worship has a significant influence on compulsive buying; besides that, the coefficient of determination value (R^2) was 0.424, which means that celebrity worship has an influence on compulsive buying with a large influence of 42.4%. So the results of the hypothesis test show that the higher the celebrity worship, the higher the compulsive buying.

Keywords: celebrity worship, compulsive buying, late teenagers, NCT fans