

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Celebrity Worship* dan *Self Control* terhadap perilaku *Impulsive Buying merchandise* pada penggemar grup K-Pop Seventeen. *Celebrity Worship* merupakan bentuk hubungan parasosial di mana penggemar memiliki ketertarikan dan keterlibatan yang mendalam terhadap selebriti idolanya, sementara *Self Control* merupakan kemampuan individu dalam mengendalikan perilaku dan emosinya. Metode yang digunakan dalam penelitian ini adalah deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini berjumlah 18.400 dengan sampel berjumlah 100 responden yang merupakan penggemar Seventeen di sosial media K-Pop *online shop X* dengan menggunakan teknik *accidental sampling*. Data diolah secara statistik menggunakan aplikasi SPSS. Berdasarkan hasil diperoleh bahwa tanggapan responden terkait *Celebrity Worship* memiliki nilai rata-rata 3,98 yang menunjukkan kriteria baik, *Self Control* memiliki nilai rata-rata 2,36 yang menunjukkan kriteria tidak baik dan *Impulsive Buying* memiliki nilai rata-rata 3,85 yang menunjukkan kriteria baik. Berdasarkan hasil pengujian determinasi diperoleh bahwa *Celebrity Worship* berpengaruh 0,966 atau 96,6% terhadap *Impulsive Buying*, *Self Control* berpengaruh sebesar 0,122 atau 12,2% terhadap *Impulsive Buying*, *Celebrity Worship* dan *Self Control* berpengaruh sebesar 0,975 atau 97,5% terhadap *Impulsive Buying*. Berdasarkan hasil pengujian hipotesis secara parsial menunjukkan *Celebrity Worship* berpengaruh negatif terhadap *Impulsive Buying*, *Self Control* berpengaruh negatif terhadap *Impulsive Buying*. Berdasarkan hasil pengujian hipotesis secara simultan *Celebrity Worship* dan *Self Control* berpengaruh terhadap *Impulsive Buying*.

Kata kunci: pemujaan selebriti, kontrol diri, pembelian impulsif, barang dagangan, penggemar

ABSTRACT

This study aims to determine the effect of Celebrity Worship and Self Control on Impulsive Buying merchandise behavior on K-Pop Seventeen fans. Celebrity Worship is a form of parasocial relationship where fans have a deep interest and involvement in their idol celebrities, while Self Control is an individual's ability to control their behavior and emotions. The method used in this study is descriptive and verification with a quantitative approach. The population in this study was 18,400 with a sample of 100 respondents who were Seventeen fans on social media K-Pop online shop X using the accidental sampling technique. Data were processed statistically using the SPSS application. Based on the results obtained that the respondents' responses related to Celebrity Worship had an average value of 3.98 which indicated good criteria, Self Control had an average value of 2.36 which indicated bad criteria and Impulsive Buying had an average value of 3.85 which indicated good criteria. Based on the results of the determination test, it was obtained that Celebrity Worship had an effect of 0.966 or 96.6% on Impulsive Buying, Self Control had an effect of 0.122 or 12.2% on Impulsive Buying, Celebrity Worship and Self Control had an effect of 0.975 or 97.5% on Impulsive Buying. Based on the results of partial hypothesis testing, it showed that Celebrity Worship had a negative effect on Impulsive Buying, Self Control had a negative effect on Impulsive Buying. Based on the results of simultaneous hypothesis testing, Celebrity Worship and Self Control had a effect on Impulsive Buying.

Keyword: Celebrity Worship, Self Control, Impulsive Buying, merchandise, fans