

**PENGARUH *CELEBRITY WORSHIP* TERHADAP LOYALITAS
PELANGGAN PRODUK *NATURE REPUBLIC ALOE VERA SOOTHING
GEL* PADA REMAJA YANG TERGABUNG DALAM *FANDOM EXO – L*
DAN *NCTZEN* DI INDONESIA**

ABSTRAK

Penelitian Ini bertujuan untuk mengetahui pengaruh *celebrity worship* terhadap loyalitas pelanggan produk *Nature Republic aloe vera soothing gel* pada remaja yang tergabung dalam *fandom EXO – L* dan *NCTZen* di Indonesia. Responden dalam penelitian ini berjumlah 115 orang dengan kriteria berdomisili di Indonesia, merupakan penggemar dari selebriti K-Pop EXO atau NCT 127, merupakan seseorang yang pernah membeli produk *aloe vera soothing gel* dari brand *Nature Republic*, dan merupakan seseorang yang berusia 15-22 tahun. Metode penelitian yang digunakan yaitu penelitian kuantitatif dengan pendekatan regresi. Teknik *sampling* menggunakan *non probability sampling* dengan jenis *purposive sampling*, metode pengumpulan data menggunakan kuesioner dalam bentuk *google form* dengan menggunakan dua alat ukur yaitu alat ukur *celebrity worship* dan loyalitas pelanggan. Teknik analisis data dalam penelitian ini menggunakan analisis regresi sederhana. Berdasarkan hasil analisis data taraf signifikansi yaitu 0,000 dengan nilai R Square 0,182. Hal ini menunjukkan bahwa *celebrity worship* memiliki pengaruh positif terhadap loyalitas pelanggan produk *Nature Republic aloe vera soothing gel* pada remaja yang tergabung dalam *fandom EXO – L* dan *NCTZen* di Indonesia, sehingga dapat diartikan bahwa semakin tinggi *celebrity worship* maka akan semakin tinggi loyalitas pelanggan. Tapi jika *celebrity worship* meningkat tetapi mengakibatkan loyalitas pelanggan menurun, maka pengaruh tersebut dapat dikatakan sebagai pengaruh negatif.

Kata Kunci: *Celebrity Worship*, Loyalitas Pelanggan, Remaja, Penggemar EXO atau NCT 127

**THE EFFECT OF CELEBRITY WORSHIP ON CUSTOMER LOYALTY FOR
NATURE REPUBLIC ALOE VERA SOOTHING GEL PRODUCTS
SPECIFICALLY AMONG TEENAGERS BELONGING TO THE EXO – L
AND NCTZEN FANDOMS IN INDONESIA**

ABSTRACT

This research was conducted to examine the effect of celebrity worship on customer loyalty for Nature Republic aloe vera soothing gel products, specifically among teenagers belonging to the EXO – L and NCTZen fandoms in Indonesia. A total of 115 people were involved as research respondents. All respondents were domiciled in Indonesia, were fans of K-Pop celebrities EXO or NCT 127, had purchased aloe vera soothing gel products from the Nature Republic brand, and were in the age range of 15-22 years. This research was conducted by using a quantitative research method with a regression approach. Samples research were determined by means of non-probability sampling technique, specifically the type of purposive sampling. Furthermore, the data in this research were collected through a questionnaire in google form by using two measurement indicators: celebrity worship and customer loyalty. The data were then analyzed by utilizing simple regression analysis. The results of data analysis indicated a significance level of 0.000 with an R Square value of 0.182, meaning that celebrity worship provided a positive effect on customer loyalty for Nature Republic aloe vera soothing gel products, specifically among teenagers belonging to the EXO-L and NCTZen fandoms in Indonesia. Thus, it may be inferred that higher celebrity worship levels will be more likely to increase customer loyalty. But if celebrity worship getting higher and then customer loyalty levels got decreased that means the effect is negative

Keywords: *Celebrity Worship, Customer Loyalty, Teenagers, Fans of EXO or NCT 127*