

The Impact of Celebrity Worship on Impulsive Buying Idol Merchandise on Teenagers Fans of the Idol Group BTS (ARMY)

ABSTRACT

This study aimed to determined and explained the impact of celebrity worship on impulsive buying on idol merchandise, in this study specifically on BTS merchandise. A sample of 303 respondents were teenagers aged 13 – 21 years who loved the idol group, BTS. The sampling technique uses a snowball-sampling technique. The measuring instrument used is The Impulse Buying Tendency which has been modified with the cronbach alpha reliability coefficient of 0.862 and Celebrity Attitude Scale which has been modified with the cronbach alpha reliability coefficient of 0.901. The result showed that there is correlation between celebrity worship and impulsive buying on BTS merchandise with r 0,520 ($p < 0,05$). Celebrity worship had an effect on impulsive buying on BTS merchandise with an R^2 value of 0.278. The results of the study that celebrity worship has an effect on impulsive buying on BTS merchandise can be seen from the t count of $10.765 > 1.967$ ($p < 0.05$). The conclusion is celebrity worship has an impact on impulsive buying on BTS merchandise for teenagers who are fans of BTS.

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Keywords: Celebrity Worship, Impulsive Buying, Idol Merchandise

Pengaruh *Celebrity Worship* Terhadap *Impulsive Buying* Pada Pembelian *Merchandise* Idola di Kalangan Remaja Penggemar Grup BTS (ARMY)

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menjelaskan pengaruh *celebrity worship* terhadap *impulsive buying* pada *merchandise* grup idola BTS. Subjek penelitian 303 orang merupakan remaja dengan rentang usia 13 – 21 tahun yang menggemari grup idola BTS. Teknik pengambilan sampel menggunakan teknik *snowball-sampling*. Alat ukur yang digunakan adalah *The Impulse Buying Tendency* yang telah dimodifikasi dengan koefisien reliabilitas *cronbach alpha* sebesar 0,862 dan *Celebrity Attitude Scale* yang dimodifikasi dengan koefisien reliabilitas *cronbach alpha* sebesar 0,901. Hasil penelitian menunjukkan bahwa terdapat hubungan antara *celebrity worship* dengan *impulsive buying* terhadap *merchandise* idola dengan nilai $r = 0,520$ ($p < 0,05$). Berdasarkan uji regresi linear sederhana didapatkan nilai R^2 sebesar 0,278. Hasil penelitian bahwa *celebrity worship* berpengaruh terhadap *impulsive buying* pada *merchandise* idola dapat dilihat dari t hitung sebesar $10,765 > 1,967$ ($p < 0,05$). Dengan demikian dapat disimpulkan bahwa *celebrity worship* memiliki pengaruh terhadap *impulsive buying merchandise* BTS pada remaja penggemar grup idola BTS.

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Kata Kunci: *Celebrity Worship, Impulsive Buying, Merchandise Idola*