

PENGARUH *CELEBRITY WORSHIP* DAN *PROBLEMATIC SOCIAL MEDIA USE* TERHADAP PEMBELIAN IMPULSIF *MERCHANDISE TREASURE* DI KARAWANG

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ABSTRAK

Fenomena *Korean Wave* atau Hallyu telah berkembang pesat di Indonesia. Dampak signifikan dari fenomena ini tercermin dalam meningkatnya minat terhadap budaya populer Korea, terutama dalam bentuk pembelian *merchandise*. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *celebrity worship* dan *problematic social media use* terhadap pembelian impulsif *merchandise Treasure* di Karawang. Penelitian ini menggunakan pendekatan kuantitatif dengan partisipan sebanyak 221 responden penggemar *Treasure* di Karawang. Metode pengambilan sampel yang digunakan yaitu *non-probability sampling* dengan teknik *kuota sampling*. Instrumen penelitian ini menggunakan skala *Impulse Buying Tendency Scale* (IBTS), skala *Celebrity Attitude Scale* (CAS), dan *Social Media Use Questionnaire* (SMUQ). Hasil penelitian ditemukan bahwa (1) ada pengaruh *celebrity worship* terhadap pembelian impulsif *merchandise Treasure* di Karawang, (2) ada pengaruh *problematic social media use* terhadap pembelian impulsif *merchandise Treasure* di Karawang, (3) ada pengaruh *celebrity worship* dan *problematic social media use* terhadap pembelian impulsif *merchandise Treasure* di Karawang. Hasil uji determinasi dalam penelitian ini dilihat dari nilai *R square* sebesar 0,681 atau 68,1% yang artinya besaran pengaruh variabel *celebrity worship* dan *problematic social media use* terhadap pembelian impulsif sebesar 68,1% sedangkan sisanya 31,9% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: Pembelian Impulsif, *Celebrity Worship*, *Problematic Social Media Use*

**THE INFLUENCE OF CELEBRITY WORSHIP AND PROBLEMATIC
SOCIAL MEDIA USE ON IMPULSIVE BUYING OF TREASURE
MERCHANDISE IN KARAWANG**

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ABSTRACT

The Korean Wave or Hallyu phenomenon has been growing rapidly in Indonesia. The significant impact of this phenomenon is reflected in the increasing interest in Korean popular culture, especially in the form of merchandise purchases. The purpose of this study is to determine the effect of celebrity worship and problematic social media use on impulse purchases of Treasure merchandise in Karawang. This research uses a quantitative approach with participants as many as 221 respondents of Treasure fans in Karawang. The sampling method used was non-probability sampling with quota sampling technique. This research instrument used the Impulse Buying Tendency Scale (IBTS), Celebrity Attitude Scale (CAS), and Social Media Use Questionnaire (SMUQ). The results of the research found that (1) there is an effect of celebrity worship on impulse purchases of Treasure merchandise in Karawang, (2) there is an effect of problematic social media use on impulse purchases of Treasure merchandise in Karawang, (3) there is an effect of celebrity worship and problematic social media use on impulse purchases of Treasure merchandise in Karawang. The results of the determination test in this study are seen from the R square value of 0.681 or 68.1%, which means that the amount of influence of the celebrity worship and problematic social media use variables on impulse purchases is 68.1%, while the remaining 31.9% is influenced by other variables not examined in this study.

Keywords: Impulsive Buying, Celebrity Worship, Problematic Social Media Use