

## DAFTAR PUSTAKA

- Achmad, N., & Dewi, D. K. (2022). Hubungan intensitas penggunaan media sosial terhadap prokrastinasi akademik pada mahasiswa yang menyelesaikan skripsi. *Character: Jurnal Penelitian Psikologi*, 7(9).
- Adinata, T. P., & Novindari, H. (2020). Lifestyle relationship and conformity with consumptive behavior in adolescents in Banyuwangi City province of East Java. *SOSIOEDUKASI: Jurnal Ilmiah Ilmu Pendidikan dan Sosial*, 9(1), 1-9.
- Adri, E. V., Setiawan, D., & Methindo, O. (2021). Relationship of conformity with adolescent impulsion buying behavior on fashion products in marketplace with self-control as a moderating variable. *TAZKIYA: Journal of Psychology*, 9(2), 133-143. <https://doi.org/10.15408/tazkiya.v9i2.22523>
- Afandi, A. R., & Hartati, S. (2017). Pembelian impulsif pada remaja akhir ditinjau dari kontrol diri. *Gadjah Mada Journal of Psychology (GamaJoP)*, 3(3), 123-130. <https://doi.org/10.22146/gamajop.44103>
- Ahmed, N. (2019). Generation Z's smartphone and social media usage: A survey. *Journalism and Mass Communication*, 9(3), 101-122. <https://doi.org/10.17265/2160-6579/2019.03.001>
- Amos, C., Holmes, G. R., & Keneson, W. C. (2014). A meta-analysis of consumer impulse buying. *Journal of Retailing and Consumer Services*, 21(2), 86-97. <https://doi.org/10.1016/j.jretconser.2013.11.004>
- Amri, W. A. (2020). Kpop fans fanaticism in social media Instagram. *International Journal of Cultural and Social Science*, 1(1), 25-34.
- Anitasyah, S. (2022). Pengaruh konformitas merchandise terhadap perilaku konsumtif remaja fandom K-pop. (Skripsi tidak diterbitkan). Universitas Pendidikan Indonesia.
- Aragoncillo, L., & Orus, C. (2018). Impulse buying behaviour: An online-offline comparative and the impact of social media. *Spanish Journal of Marketing - ESIC*, 22(1), 42-62. <https://doi.org/10.1108/sjme-03-2018-007>
- Ardhiyansyah, A., Maharani, D. P. Sari, S. P., & Mansur, U. (2021). K-pop marketing tactics that build fanatical behavior. *1st ICEMAC 2020: International Conference on Economics, Management, and Accounting*, 66-70. <https://doi.org/10.11594/nstp.2021.1007>
- Asrie, N. D., & Misrawati, D. (2020). Celebrity worship dan impulsive buying pada penggemar Kpop idol. *Journal of Psychological Perspective*, 2(2), 91-100. <https://doi.org/10.47679/jopp.022.12200008>
- Astuti, S. R., Khasanah, I., & Yoestini, Y. (2020). Study of impulse buying on Instagram users in Indonesia. *Diponegoro International Journal of Business*, 3(1), 47-54. <https://doi.org/10.14710/dijb.3.1.2020.47-54>
- Azwar, S. (2012). *Penyusunan Skala Psikologi* (Edisi 2). Pustaka Pelajar

Baron, R. A., & Byrne, D. (2005). *Psikologi Sosial*. Erlangga.

Branscombe, N. R., & Baron, R. A. (2017). *Social Psychology* (14ed). Pearson

Buente, W., & Robbin, A. (2008). Trends in internet information behavior, 2000-2004. *Journal of the American Society for Information Science and Technology*, 59(11), 1743-1760. <https://doi.org/10.1002/asi.20883>

Çakır, F., Çakır, M., & Eru, O. (2013). The effect of the social media on young consumers consumption expenditure. *International Journal of Social Sciences and Humanity Studies*, 5(2), 86-96.

Chang, H. J., Yan, R., & Eckman, M. (2014). Moderating effects of situational characteristics on impulse buying. *International Journal of Retail & Distribution Management*, 42(4), 298-314. <https://doi.org/10.1108/ijrdm-04-2013-0074>

Dalimunthe, I. A., Hariyadi, A. P., Agustin, S. D., & Safitri, D. (2022). The role korean pop culture in changing the behavior of teenage kpop fans among IKOM UNJ students. *Proceeding The 2nd ICHELSS*, 95-105.

Dewi, D. P., & Indrawati, K. R. (2019). Gambaran celebrity worship pada penggemar K-pop usia dewasa awal Di Bali. *Jurnal Psikologi Udayana*, 6(02), 291. <https://doi.org/10.24843/jpu.2019.v06.i02.p08>

Djafarova, E., & Bowes, T. (2021). 'Instagram made me buy it': Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services*, 59, 102345. <https://doi.org/10.1016/j.jretconser.2020.102345>

GoodStats. (2022, Agustus 20). *Deretan negara dengan fans K-pop terbanyak, Indonesia nomor satu*. GoodStats. Retrieved Mei 4, 2023, from <https://goodstats.id/infographic/deretan-negara-dengan-fans-k-pop-terbanyak-indonesia-nomor-satu-AIQ3Y>

Gupta, G., & Vohra, A. V. (2019). Social media usage intensity: Impact assessment on buyers' behavioural traits. *FIIB Business Review*, 8(2), 161-171. <https://doi.org/10.1177/2319714519843689>

Erwin, Saununu, S. J., & Rukmana, A. Y. (2023). The influence of social media influencers on Generation Z consumer behavior in Indonesia. *West Science Interdisciplinary Studies*, 1(10), 1028-1038. <https://doi.org/10.58812/wsis.v1i10.317>

Freedman, D. A. (2009). *Statistical Models: Theory and Practice*. Cambridge University Press.

Hidayati, N., & Indriana, Y. (2022). Hubungan antara fanatisme dengan perilaku konsumtif pada remaja penggemar Kpop di Semarang. *Jurnal EMPATI*, 11(1), 56-60. <https://doi.org/10.14710/empati.2022.33361>

Husnain, M., Qureshi, I., Fatima, T., & Akhtar, W. (2016). The impact of electronic word-of-mouth on online impulse buying behavior: The moderating role of big 5 personality traits. *Journal of Accounting & Marketing*, 05(04). <https://doi.org/10.4172/2168-9601.1000190>

- Irmanto, V. R., Tjiptono, F. (2013). Motivasi dan perilaku penggemar K-pop di Daerah Istimewa Yogyakarta. *MODUS*, 23(1), 1-25.
- Jakpat. (2016, November 2). *The fandom for idols - A survey report on Kpop fans in Indonesia*. Jakpat.net. Retrieved Mei 11, 2023, from <https://blog.jakpat.net/the-fandom-for-idols-a-survey-report-on-kpop-fans-in-indonesia/>
- Janah, M. (2014). Gambaran identitas diri remaja akhir wanita yang memiliki fanatisme K-pop di Samarinda. *Psikoborneo: Jurnal Ilmiah Psikologi*, 2(1), 34-40. <https://doi.org/10.30872/psikoborneo.v2i1.3571>
- Joo-ri, J., & Jihae, L. (2019, Agustus 27). *Map showing K-pop's popularity by global region released*. Korea.net. Retrieved Mei 13, 2023, from <https://www.korea.net/NewsFocus/Culture/view?articleId=174587>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kemp, S. (2023, Januari 26). *Digital 2023: Global overview report*. Data Reportal. Retrieved Februari 4, 2024, from <https://datareportal.com/reports/digital-2023-global-overview-report>
- Khairunnisa, A. F., Priyatama, A. N., & Astriana, S. (2021). Impulsive buying pada fans K-pop di Twitter. *Jurnal Psikohumanika*, 13(2), 1-9. <https://doi.org/10.31001/j.psi.v13i2.1332>
- Kimiagari, S., & Malafe, N. S. A. (2021). The role of cognitive and affective responses in the relationship between internal and external stimuli on online impulse buying behavior. *Journal of Retailing and Consumer Services*, 61, 102567. <https://doi.org/10.1016/j.jretconser.2021.102567>
- Korkmaz, S., & Seyhan, F. (2021). The effect of social media on impulse buying behavior during the covid 19 pandemic. *International Journal of Health Management and Tourism*. <https://doi.org/10.31201/ijhmt.994064>
- Leong, L., Jaafar, N. I., & Ainin, S. (2018). The effects of Facebook browsing and usage intensity on impulse purchase in F-commerce. *Computers in Human Behavior*, 78, 160-173. <https://doi.org/10.1016/j.chb.2017.09.033>
- Loudon, D. L., & Bitta, A. J. D. (1993). *Consumer behavior: Concept and Applications*. McGraw Hill Inc.
- Mahrurnisya, D., Indriayu, M., & Wardani, D. K. (2018). Peer conformity through money attitudes toward adolescence's consumptive behavior. *International Journal of Multicultural and Multireligious Understanding*, 5(4), 30-37. <https://doi.org/10.18415/ijmmu.v5i4.163>
- Neidi, A. W. (2019). Hubungan antara intensitas penggunaan media sosial dan prokrastinasi akademik dalam menyelesaikan skripsi pada mahasiswa. *Acta Psychologia*, 1(2), 97-105. <https://doi.org/10.21831/ap.v1i2.43142>



- Nook, E. C., Ong, D. C., Morelli, S. A., Mitchell, J. P., & Zaki, J. (2016). Prosocial conformity: Prosocial norms generalize across behavior and empathy. *Personality and Social Psychology Bulletin*, 42(8), 1045-1062. <https://doi.org/10.1177/0146167216649932>
- Nyrhinen, J., Sirola, A., Koskelainen, T., Munnukka, J., & Wilska, T. (2024). Online antecedents for young consumers' impulse buying behavior. *Computers in Human Behavior*, 153, 108129. <https://doi.org/10.1016/j.chb.2023.108129>
- Pratiwi, A., & Rahmasari, D. (2023). Pengaruh konformitas dan regulasi diri terhadap perilaku impulsif membeli pada dewasa awal. *Character: Jurnal Penelitian Psikologi*, 10(1), 888-896.
- Purnamartha, E., Asifa, B., Ernawati, & Cicin, B. (2022). Analisis strategi pemasaran online pada penjualan album K-pop. *Prosiding Seminar Nasional Hasil Riset dan Pengabdian*, 417-424.
- Putri, I. P., Liany, F. D., & Nuraeni, R. (2019). K-drama dan penyebaran korean wave di Indonesia. *ProTVF*, 3(1), 68-80. <https://doi.org/10.24198/ptvf.v3i1.20940>
- Putri, S. M., Ramadhani, A., & Rasyid, M. (2022). Harga diri dan konformitas terhadap pembelian impulsif barang tiruan produk mode pada remaja. *Psikoborneo: Jurnal Ilmiah Psikologi*, 10(1), 51-68. <https://doi.org/10.30872/psikoborneo.v10i1.7105>
- Rahmatika, A. F., & Kusmaryani, R. E. (2020). Relationship between conformity and consumptive behavior in female adolescents. *Humaniora*, 11(3), 177-182. <https://doi.org/10.21512/humaniora.v11i3.6567>
- Rahma, M. D., & Fauzi, A. M. (2023). Fanatisme remaja penggemar music populer Korea (K-pop) pada budaya K-pop dalam komunitas Exo-L di Surabaya. *Paradigma*, 12(1), 130-140.
- Rashmi, Mayya, S., Joseph, A. S. (2022). Social media impact on online impulse buying – An Instagram perspective. *Journal of Xi'an University of Architecture & Technology*, 14(12), 376-391.
- Rhesa, M., Ichsan, I., & Firmansyah, M. R. (2023). The relationship between conformity and impulsive buying in adolescents in Makassar City. *KLASIKAL : Journal of Education, Language Teaching, and Science*, 5(1), 57-64. <https://doi.org/10.52208/klasikal.v5i1.619>
- Rinata, A. R., & Dewi, S. I. (2019). Fanatisme penggemar kpop dalam bermedia sosial di Instagram. *Interaksi: Jurnal Ilmu Komunikasi*, 8(2), 13-23. <https://doi.org/10.14710/interaksi.8.2.13-21>
- Rodrigues, R. I., Lopes, P., & Varela, M. (2021). Factors affecting impulse buying behavior of consumers. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.697080>
- Rook, D. W. (1987). The buying impulse. *Journal of Consumer Research*, 14(2), 189-199. <https://doi.org/10.1086/209105>

- Ruthlianie, J., & Candraningrum, D. A. (2020). Studi tentang motivasi ARMY Jakarta dalam membeli merchandise idola (Studi kasus kaos Uniqlo X BT21). *Prologia*, 4(1), 128-134. <https://doi.org/10.24912/pr.v4i1.6449>
- Saputra, A. (2019). Survei penggunaan media sosial di kalangan mahasiswa Kota Padang menggunakan teori uses and gratifications. *BACA: Jurnal Dokumentasi dan Informasi*, 40(2), 207-216. <https://doi.org/10.14203/j.baca.v40i2.476>
- Siagian, N. R., & Yuliana, N. (2023). The role of social media in generation Z communication. *Interdisciplinary Journal of Advanced Research and Innovation*, 1(3), 109-118.
- Stern, H. (1962). The significance of impulse buying today. *Journal of Marketing*, 26(2), 59-62. <https://doi.org/10.2307/1248439>
- Sugiyono. (2013). Metode penelitian kuantitatif kualitatif dan R&D. Alfabeta.
- Thoumrungroje, A. (2018). A cross-national study of consumer spending behavior: The impact of social media intensity and materialism. *Journal of International Consumer Marketing*, 30(4), 276-286. <https://doi.org/10.1080/08961530.2018.1462130>
- Ulya, N. A., Noviekayati, I., & Ananta, A. (2022). Perilaku pembelian impulsif merchandise K-pop pada remaja wanita komunitas stay ditinjau dari gaya hidup. *Biopsikososial: Jurnal Ilmiah Psikologi Fakultas Psikologi Universitas Mercubuana Jakarta*, 6(2), 661-672. <https://doi.org/10.22441/biopsikososial.v6i2.16119>
- Valentina, A., & Istriyani, R. (2013). Gelombang globalisasi ala Korea Selatan. *Jurnal Pemikiran Sosiologi*, 2(2), 71-86. <https://doi.org/10.22146/jps.v2i2.30017>
- Veronica, M., Paramita, S., & Utami, L. S. S. (2018). Eksploitasi loyalitas penggemar dalam pembelian album K-pop. *Koneksi*, 2(2), 433-440. <https://doi.org/10.24912/kn.v2i2.3920>
- Verplanken, B., & Herabadi, A. (2001). Individual differences in impulse buying tendency: Feeling and no thinking. *European Journal of Personality*, 15, S71-S83. <https://doi.org/10.1002/per.423>
- Wang, L., Luo, X., & Li, H. (2022). Envy or conformity? An empirical investigation of peer influence on the purchase of non-functional items in mobile free-to-play games. *Journal of Business Research*, 147, 308-324. <https://doi.org/10.1016/j.jbusres.2022.04.011>
- Xu, B., Wang, J., & Zhang, X. (2015). Conformity-based cooperation in online social networks: The effect of heterogeneous social influence. *Chaos, Solitons & Fractals*, 81, 78-82. <https://doi.org/10.1016/j.chaos.2015.08.019>
- Yan, W. (2023). Analysis of the relationship between social conformity psychology and impulsive online shopping. *Journal of Education, Humanities and Social Sciences*, 12, 66-70. <https://doi.org/10.54097/ehss.v12i.7600>
- Yusra, I., & Primanita, R. Y. (2023). Kontribusi intensitas penggunaan media sosial Tiktok terhadap kecenderungan pembelian impulsif pada mahasiswi Universitas Negeri Padang. *INNOVATIVE: Journal of Social Science Research*, 3(6), 1694-1705.



UNIVERSITAS  
GADJAH MADA

**Peran Intensitas Penggunaan Media Sosial dan Konformitas terhadap Perilaku Pembelian Impulsif Merchandise pada Penggemar K-pop**

SYAFA ANNISA MAHARANI, Wahyu Jati Anggoro, S.Psi., M.A.

Universitas Gadjah Mada, 2024 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Zhang, K. Z., Xu, H., Zhao, S., & Yu, Y. (2018). Online reviews and impulse buying behavior: The role of browsing and impulsiveness. *Internet Research*, 28(3), 522-543. <https://doi.org/10.1108/intr-12-2016-0377>