

Peran *Celebrity Worship* dan *Fear of Missing Out* terhadap Pembelian Impulsif pada Fandom NCTZen di Indonesia

Aurelia Putri¹, Isaac Jogues Kiyok Sito Meiyanto²

^{1,2}Universitas Gadjah Mada/ Fakultas Psikologi; Jalan Sosio Humaniora 1,
Bulaksumur, Yogyakarta 55281, Tel. (0274) 550435

e-mail: aureliaputri@mail.ugm.ac.id

Abstract: *This research aims to examine the role of celebrity worship and fear of missing out toward Impulsive Buying on Indonesian NCTzen. The subjects of this study were 204 Indonesian NCTzen with an age range of 20 - 30 years, and actively purchased official NCT merchandise in the last two years. The method used in this research is quantitative, with data collection through distributing questionnaires via social media. Research analysis was carried out using multiple linear regression. The results indicate that celebrity worship and fear of missing out have a positive role both simultaneously and partially toward impulsive buying behavior on Indonesian NCTzen.*

Keywords: *impulsive buying, celebrity worship, fear of missing out*

Abstrak: Penelitian bertujuan untuk menguji seberapa besar peran *celebrity worship* dan *fear of missing out* terhadap pembelian impulsif pada fandom NCTzen di Indonesia. Subjek penelitian sebanyak 204 NCTzen, dengan rentang usia 20-30 tahun, dan aktif melakukan pembelian *merchandise official* NCT dalam kurun waktu dua tahun terakhir. Metode penelitian yang digunakan adalah kuantitatif, dengan pengumpulan data melalui penyebaran kuesioner secara daring. Analisis penelitian dilakukan dengan regresi linear berganda. Hasil menunjukkan bahwa *celebrity worship* dan *fear of missing out* memiliki peran positif baik secara simultan maupun parsial terhadap perilaku pembelian impulsif pada fandom NCTzen di Indonesia.

Kata Kunci: pembelian impulsif, *celebrity worship*, *fear of missing out*