

## THE EFFECT OF CELEBRITY WORSHIP ON COMPULSIVE PURCHASE BEHAVIORS ON FANS JKT 48 IN JABODETABEK

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### ABSTRACT

In Indonesia, the word Fans already sound familiar to the community, they call themselves fans of an idol they admire. The love and admiration of a fan for their idol can be seen from the way they collect, buy, and hunt for merchandise related to their idol. In fact, sometimes a fan is willing to give all the money he has in order to get the desired item related to their idol which is commonly referred to as compulsive buying behavior. Many previous studies have revealed that compulsive behavior often occurs in women, but in the JKT 48 fans community, compulsive behavior is actually shown by male fans. The purpose of this study was to determine the effect of celebrity worship on the complementary buying behavior of fans of Jkt 48 in Jabodetabek. This study uses quantitative methods with multiple regression analysis method (multiple regression analysis), which is a method to test the significant or not the effect of a set of independent variables (IV), namely celebrity worship to the dependent variable (DV), namely compulsive buying. In this study, the dependent variable was one variable and the independent variable was 3 variables and the demographic variable was one variable. The results showed that celebrity worship had a significant influence on compulsive buying behavior with a contribution of 34.7% and 65.3% influenced by other variables outside of this study. As for the contribution of each dimension of celebrity worship to compulsive buying behavior, namely social entertainment has a contribution of 29.7%, intense personal has a contribution of 3.9% and borderline pathological has a contribution of 1.1%.

**Keywords:** Celebrity Worship, Compulsive Buying Behavior, JKT 48 Fans.