

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.

PRELIMINARY

Compulsive buying behavior to support idols in Indonesia is something that is quite unique, this is because Indonesia is a developing country where residents still earn below average (Wahyuni, 2015). Do not hesitate, young people who call themselves fans always come to their idol concerts and buy trinkets about their idols. This was reflected in the JKT48 fan group. They are known to be very loyal and do not hesitate to spend money on their idols (Wibowo, 2013). In a qualitative study, it was stated that a fan can spend as much as twenty million rupiahs to support his favorite idol (Kirara, 2015).

The love of fans for their idols gives birth to a belief and understanding in the form of relationships, loyalty, devotion to their idols which is called fanaticism. Fanaticism tends to insist that their ideas and groups are true and ignore all facts or arguments that might conflict with the mind (Chung, Beverland, Farrelly in Pertiwi 2013). The love of fans for their idols causes someone to be willing to do anything, including spending money on buying trinkets and always coming to his idol concerts (Pertiwi, 2013). The tendency for fanaticism of fans towards their idols makes a person have a high consumptive tendency, especially towards his idol.

Research by George P and Gilbert A (1978) found a positive relationship between television viewers and materialism among adolescents.

Buying concert tickets and idol merchandise is a form of support for his idol. Fans will not hesitate to buy albums, posters, photos, key chains, watches, clothes, cosmetics, concert tickets at prices that are not cheap. The desire for someone to buy goods continuously until they are unable to withstand the desire to buy, are willing to do anything so that their desire is fulfilled is called a surplus purchase.

Black (2007) states that complementary buying is a process of repetition and excessive buying of goods caused by addiction, an irresistible desire where in this case consumers feel addicted and act out of self-control so that this can have a negative impact on themselves and people other.

Edwards in Yi (2013) states that positive purchases can be divided into five dimensions, namely tendency to spend (Non Compulsive), which is a situation in which a person's tendency to buy goods excessively or frequently spends money. Second, namely drive to spend (Recreational), a condition in which individuals feel tempted to shop preoccupations (focused on a certain thing) are used as recreation, to improve mood with unhappy shopping activities. The third is Feeling about shopping and spending (Borderline), which is the state of how much the individual enjoys shopping activities and spends time shopping, unplanned and aims to improve mood, but different from recreational purposes, after shopping for items that he thinks are not necessary there will be a tone of guilt . The fourth is dysfunctional spending (Compulsive), which is a condition where there is an environmental influence that causes someone to do shopping activities and spend time just shopping, often shopping is aimed at reducing stress and anxiety, but ends up feeling guilty, disturbed by feeling negative emotions and consequences economy after buying goods. The last one is post-purchase guilt (Addicted), which is a situation in which a person feels they have to keep shopping, the desire to shop is strong so that they ignore other interests but can end up feeling sorry after doing shopping activities.

Research conducted by Robert A, (2012) found that there was a significant influence between celebrity worship on compulsive buying behavior. J. Maltby (2004) states that Celebrity worship is divided into 3 aspects, namely entertainment-social value where the celebrity is only for entertainment or seeking information about the idol in the media based on conformity with peers or 'escape' from reality (fantasy-escape from reality). The second is intense-personal feeling, which reflects intense and compulsive feelings towards celebrities which are almost the same as obsessive tendencies that cause teenagers to want to know anything about their idols, both general information and personal information. The last one is borderline-pathological, which is the most extreme level in the social relationships or one-way love with celebrities (Ashe and McCutcheon in Andika, 2014). This behavior is manifested by the willingness to do anything for his idol even if it is against the law. Fans like this have uncontrollable thinking and become irrational.

This makes the writer interested in researching the compulsive buying phenomenon. The majority of JKT48 fans are men. This, of course, for many people is a new phenomenon where most people who experience compulsive buying behavior are women (Koran, 2004). Researchers want to measure the positive purchasing of three aspects, namely the tendency to buy, reactive aspects and feelings of regret after buying. In addition, the author also sees the

tendency to buy or spend JKT48 fans' money for their idols. Researchers took further research on celebrity worship of compulsive purchases on JKT 48 fans in Jabodetabek.

METHOD

This research uses quantitative methods. In this study, researchers used multiple regression analysis, which is a method to test the significance of the effect of a set of independent variables (IV), namely celebrity worship on 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 population in this study were JKT48 fans who live in Jakarta and its surroundings (Bogor, Depok, Tangerang and Bekasi), aged 15-30 years and often buy trinkets or participate in JKT48 events. The sampling technique used non-probability sampling technique. The sample used in this study were 211 people. Sample data taken online and offline. For offline research, the writer went to JKT48 events and distributed questionnaires to JKT48 fans who attended the event and were willing to fill out a questionnaire of 181 respondents. For online distribution, the author made google.doc and distributed it through the social networking forum, the JKT48 fan community, totaling 30 respondents. The data collection instrument in this study consisted of three parts. The first part consists of the demographic biodata of the respondents. The second part contains the data collection instruments in this study which consists of four measuring instruments. Testing the construct validity of the measuring instruments used in this study, the authors used Confirmatory Factor Analysis (CFA).

VDF for compulsive purchasing behavior variables, this measuring tool was developed by Valence, D'Astous and Frontier (1988) which was adapted by researchers totaling 12 items. From the CFA results, a fit model is obtained with Chi-Square = 40.77, $df = 30$, P-value = 0.09077 and RMSEA value = 0.041. P-Value has resulted in a value > 0.05 so it can be stated that the model with one factor is acceptable. This means that all items measure the dimensions of compulsive buying. In the compulsive purchasing variable, there is 1 item that has a T value and a minus coefficient, namely the coefficient value of -0.07 and the T-score of -0.90. It can be said that there is 1 item that is invalid and that item is not included in the regression analysis. It can be concluded that of the 12 items used to measure compulsive buying behavior, only 11 are valid and can be regression tested.

CAS for celebrity worship variables with a scale adapted from the Celebrity Attitude Scale (or CAS; McCutcheon, Lange, and Houran, 2002) which consists of 34 statement items. From the results of the initial analysis of CFA which was carried out with a one-factor model, it was obtained a fit model with a value of Chi-Square = 32.66, $df = 22$, P-Value = 0.06688, RMSEA = 0.048 for Entertainment-social celebrity worship. The acquisition of a fit model with a Chi-Square value = 21.65, $df = 16$, P-Value = 0.15485, RMSEA = 0.041 for Intense-personal Celebrity Worship. Borderline-pathological Celebrity Worship has a fit model with a Chi-Square value = 21.65, $df = 16$, P-Value = 0.15485, RMSEA = 0.041. For the celebrity worship measurement tool in the entertainment-local dimension, there is 1 invalid item with a coefficient value of -0.11 and a T-Score of -1.55. It can be concluded from the 11 items dimensions of entertainment social celebrity worship, only 10 items were valid and were included in the regression analysis.

DISCUSSION

The results showed that celebrity worship has a significant influence on the compulsive buying behavior of JKT48 fans in Jabodetabek. But with a note looking at the maximum compulsive

purchase value, JKT48 fans who are only 77.95 can be said that their compulsive purchases are considered average. Likewise, it can be seen from the frequency of respondents who have high compulsive purchase values only 21 and the rest have low and medium values.

In the celebrity worship variable, the dimension of entertainment-social celebrity worship has a significant influence with a coefficient of 0.337, this is in line with research conducted by Reeves (2012) where the higher the level of a person's need to be entertained by his idol, the higher the level of compulsive buying behavior. JKT48 fans. This can be caused by the condition of the respondent who wants some entertainment to relieve stress in his environment or wants to get out of his daily routine which is considered boring. The need for entertainment makes a person more compulsive in buying goods as one of the outlet for stress (O'Guinn, and Faber 1989).

Not only stress factors cause someone who has an idol to have a tendency to compulsive buying behavior, but peer influence factors also influence compulsive buying behavior. In the dimension of entertainment-social celebrity worship, there are several items that describe situations in which respondents and their peers tell stories about their idols. It can also be used to measure respondents' social relationships with their peers. Purchases made by fans to concert tickets have an indication of fans' desire to be close and support their idols together with the desire to be close to their peers. Activities to discuss idols with fellow fans, always follow and share the latest stories from idols and the joy of being with other fans who have the drive to support idols is prominent in the entertainment-social celebrity worship dimension.

In the intense-personal celebrity worship dimension, it only has a coefficient value of 0.124 and does not have a significant value on compulsive buying behavior. The researcher assumes that this variable is not significant because the results of the study indicate that the majority of respondents in this study have a fairly good social relationship with their environment, while in Reeves' (2012) study the majority of respondents are people who are antisocial. In the author's study, most of the respondents did not have too much obsession with their idols. Still able to socialize well with peers, not closed and easy to mingle with other JKT48 fans so that the intense personal and borderline pathological dimensions do not have a significant value for the author respondents. Although they do not have a significant value, the two dimensions contribute to compulsive behavior, namely 3.9% for the intense personal dimension and 1.1% for the borderline pathological dimension.

The difference between the results of previous studies and the results of the author's research could be caused by many factors including the sample taken where most of the previous studies were mostly women or the socio-cultural conditions that were very different between the previous research and the sample taken by the author. Then the condition of the respondents who mingled with other fans showed that very few JKT48 fans had a closed nature. In addition, family factors in the dimensions of compulsive buying that are not included by the author can be considered by the next writer who will examine the influence of personality on compulsive buying behavior.

The advantages of this research include the fact that this research has not been widely carried out in Indonesia. Quantitative compulsive buying research involving a group of idol fans in Indonesia where most of the respondents are male. Previous compulsive buying behavior research involved a large proportion of female respondents, so this research is rarely conducted. Then the range of research respondents includes Jakarta, Bogor, Depok, Tangerang, and Bekasi. Where these respondents are representatives of JKT48 fans in big cities. In addition,

quantitative research that involves many aspects to observe compulsive buying behavior has not been done much.

CONCLUSION

From the table of research results above, it can be concluded that celebrity worship has a significant influence on compulsive buying behavior with a contribution of 34.7% and 65.3% is influenced by other variables outside of this study. Seen from each dimension of celebrity worship, social entertainment dimension has a significant influence on compulsive buying behavior. 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%.

SUGGESTION

Based on the research results obtained, the researcher divides suggestions into two, namely theoretical suggestions and practical suggestions. Based on the theory by considering the results of this study which found that the effect of celebrity worship was only 34.7%, for other researchers who were interested in examining the same dependent variable to involve other independent variables that influenced compulsive buying behavior other than celebrity worship, such as cultural orientation, conformity and self-esteem. By considering these variables, it is hoped that further research will further enhance the results of previous studies. Then the researcher can take a different sample from this study to see if this variable also applies to other idol fans. In addition, it is hoped that the next researcher will divide respondents by looking at their income level and age to get more specific results.

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