

ABSTRAK

Nama : Della Lorenza Program Studi : Kewirausahaan
Judul : Pengaruh *Celebrity Worship* dan *Brand Image* terhadap *Impulsive Buying* merchandise BTS.

Penelitian ini dilatarbelakangi oleh fenomena *korean wave* terkait dengan perilaku *celebrity worship* membuat produk habis terjual dan stok produk kosong sementara waktu. Penelitian ini bertujuan untuk menjelaskan pengaruh perilaku *celebrity worship* BTS ARMY dan *brand image* terhadap *impulsive buying* merchandise BTS. Penelitian ini juga akan dilakukan menggunakan metode kuantitatif eksplanatif dengan teknik survei melalui penyebaran kuesioner yang akan diisi oleh 240 responden, data akan dianalisis menggunakan Regresi Linear Sederhana untuk mengetahui seberapa besar pengaruh variabel independen (*Celebrity Worship* dan *Brand Image*) terhadap variabel dependen (*Impulsive Buying*). Penulis berharap penelitian ini dapat menjelaskan seberapa besar pengaruh perilaku *celebrity worship* BTS ARMY dan *brand image* terhadap perilaku *Impulsive Buying* merchandise BTS. Hasil persamaan yang didapatkan adalah $Y = 1.707 + 0.236 + 0.315$ dengan penyesuaian R^2 sebesar 0,407. Kemudian hasil ini membuktikan bahwa variabel independen yaitu *Celebrity Worship* dan *Brand Image* berpengaruh secara parsial maupun simultan terhadap variabel dependen yaitu *impulsive buying*.

Kata Kunci : *Celebrity Worship*, *Impulsive Buying*, *Brand Image*, Kuantitatif Eksplanatif.

ABSTRACT

Name : Della Lorenza Study Program: Entrepreneurship
Title : The Influence of Celebrity Worship and Brand Image on Impulsive Buying of BTS merchandise

This research is motivated by the Korean Wave phenomenon related to celebrity worship behaviour causing products to be sold out and product stock to be temporarily empty. This research aims to explain the influence of BTS ARMY's celebrity worship behaviour and brand image on impulsive buying of BTS merchandise. This research will also be carried out using explanatory quantitative methods with survey techniques by distributing questionnaires which will be filled in by 240 respondents. The data will be analysed using Simple Linear Regression to find out how much influence the independent variables (Celebrity Worship and Brand Image) have on the dependent variable (Impulsive Buying). The author hopes that this research can explain how much influence BTS ARMY's celebrity worship behaviour and brand image have on BTS's Impulsive Buying merchandise behaviour. The result of the equation obtained is $Y = 1.707 + 0.236X_1 + 0.315X_2$ with an adjusted R² of 0.407. Then these results prove that the independent variables, namely Celebrity Worship and Brand Image, have a partial or simultaneous effect on the dependent variable, namely impulsive buying.

Keywords: *Celebrity Worship, Impulsive Buying, Brand Image, Quantitative Explanative.*