

## **ABSTRACT**

### ***The Effect of Celebrity Worship on Impulsive Buying in K-Pop Generation Z Fans with Gender as a Moderator***

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Generation Z is currently the most dominant K-Pop fan in Indonesia and uses k-Pop as a way of self-healing to cope with their sadness and motivation in their daily lives. K-Pop fans are increasing from both women and men in Generation Z. When individuals have deep feelings for idols, they will have a tendency to do impulsive buying on their idol merchandise. Therefore, this study was conducted to determine how celebrity worship affects impulsive buying with gender moderation in Generation Z K-Pop fans. This study has 386 subjects who are Generation Z and have bought K-Pop merchandise. The measuring instruments used are Impulsive Buying Tendency Scale (IBTS) and Celebrity Worship Scale (CAS) with quantitative research methods. Researchers used logistic regression hypothesis testing in testing the hypothesis. This study resulted in no difference between men and women, but significantly the influence of celebrity worship on impulsive buying positively. There is also a significant influence of Generation Z K-Pop fans' purchase frequency on impulsive buying.

**Keywords:** *Generation Z, Impulsive Buying, Celebrity Worship, Gender*

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