

ABSTRACT

Moderation of Gender and Age on the Effect of Celebrity Worship on Compulsive Buying among K-POP Fans

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The spread of Korean culture, commonly known as the Korean Wave, has successfully attracted much attention across various countries. Indonesia is one of the countries affected by the Korean Wave, particularly in the K-Pop category. Unfortunately, fans in Indonesia do not merely watch, read, listen to, learn about, and follow the developments of their idols, but are also involved in the repeated and excessive purchase of their idols' merchandise. This behavior is referred to as compulsive buying. Individuals who are devoted K-Pop fans and are willing to do anything, including spending large amounts of money, can be categorized as engaging in celebrity worship. Therefore, the researchers were interested in examining the effect of this phenomenon. Additionally, the researchers included age and gender as moderating variables. This study involved adolescent and young adult K-Pop fans and used the Celebrity Attitude Scale (CAS) and the Compulsive Buying Scale (CBS) as measurement tools. Data analysis was conducted using linear regression testing. The results showed that age does not moderate the influence of celebrity worship on compulsive buying. However, gender does moderate the relationship. These findings indicate that individuals with high levels of celebrity worship tend to also have high levels of compulsive buying behavior.

Keywords: Age, Gender, Celebrity Worship, Compulsive Buying, K-Pop Fans