

DAFTAR TABEL

Tabel 3. 1 Jumlah Penonton Konser K-Pop di Indonesia pada Tahun 2023	20
Tabel 3. 2 <i>Blueprint Impulsive Buying Tendency Scale</i>	23
Tabel 3. 3 <i>Blueprint Celebrity Attitude Scale (CAS)</i>	23
Tabel 4. 1 Gambaran Demografis Subjek Penelitian (N = 356).....	29
Tabel 4. 2 Gambaran Faktor Subjek Penelitian (N = 356)	30
Tabel 4. 3 Gambaran Variabel <i>Impulsive Buying</i>	30
Tabel 4. 4 Gambaran Variabel <i>Celebrity Worship</i>	31
Tabel 4. 5 Gambaran <i>Celebrity Worship</i> Pada Subjek Penelitian	32
Tabel 4. 6 Hasil Uji Regresi Logistik <i>Celebrity Worship</i> terhadap <i>Impulsive Buying</i>	33
Tabel 4. 7 Hasil Uji Regresi Logistik Usia dan Jenis Kelamin Terhadap <i>Impulsive Buying</i>	34
Tabel 4. 8 Hasil Uji Regresi Logistik <i>Celebrity Worship</i> dan Dimensi <i>Celebrity Worship</i> Terhadap <i>Impulsive Buying</i>	35