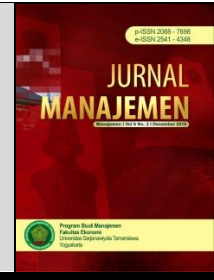




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PENGARUH *CELEBRITY WORSHIP* DAN KECANDUAN INTERNET TERHADAP PEMBELIAN KOMPULSIF (STUDI PADA PEMBELIAN *MERCHANDISE* IDOLA K-POP FANS BTS DI KUNINGAN)

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Informasi Naskah

Diterima:

Revisi:

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Kata Kunci:

celebrity worship,
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pembelian
kompulsif

Abstrak

This study aims to determine the effect of Celebrity Worship on compulsive buying of merchandise, the effect of internet addiction on compulsive buying of merchandise, the effect of Celebrity Worship and internet addiction together on compulsive buying of BTS merchandise in Kuningan.

The research method used is a survey method with a quantitative approach and descriptive analysis. The population in this study was 778 people and the sample in this study was taken as many as 89 people from the results of calculations using the Slovin technique. Meanwhile, to analyze the data obtained; Analysis of Simple Correlation Coefficient, Simple Regression Multiple Correlation Coefficient, Multiple Regression, Coefficient of Determination, and Hypothesis Testing using Significance Test (t-test and F-test).

The results of the F-test calculations obtained a value of tcount 9.9 > ttable 3.10 or, sig 0.000 < 0.05, then the hypothesis is accepted, meaning that there is an influence of celebrity worship on compulsive buying. This means that if celebrity worship and internet addiction increase, compulsive buying will also increase.

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