

CELEBRITY WORSHIP AND IMPULSIVE BUYING AMONG EARLY ADULTS : EVIDENCE FROM KOREAN WAVE FANS

Nibraas Faadiyah Suhana¹, Eka Dian Aprilia², Risana Rachmatan³, Arum Sulistyani⁴

^{1,2,3} Department of Psychology, Faculty of Medicine, Universitas Syiah Kuala Banda Aceh,
Banda Aceh-Indonesia.

Abstract: The Korean Wave as a global popular culture phenomenon has significantly shaped consumer behavior, including the tendency of celebrity worship that may lead to impulsive buying. While developmental theory suggests that idol worship decreases in early adulthood, studies in Indonesia indicate that this behavior remains prevalent among Korean Wave fans. This study uses a quantitative research design with a correlation method. The sampling technique used non-probability sampling method with accidental sampling technique with a total sample size of 193 early adults (18-25 years old) Korean Wave fans. Data collection was carried out using the Impulsive Buying Tendency Scale (IBTS) and Celebrity Attitude Scale (CAS). The hypothesis of this study was tested using Pearson Product-Moment Correlation, showing the results that there is a relationship between the dimensions of celebrity worship (entertainment social, intense personal, and borderline pathological) with impulsive buying with a significance value (p) = 0.000. The higher the celebrity worship dimensions (entertainment social, intense personal, and borderline pathological) in early adult Korean Wave fans, the higher the impulsive buying they have. Conversely, the lower the celebrity worship dimensions (entertainment social, intense personal, and borderline pathological) in early adult Korean Wave fans, the lower the impulsive buying they have.
Keywords : Celebrity Worship; Early Adult; Impulsive Buying; Korean Wave.

Abstrak: Fenomena Korean Wave sebagai budaya populer global telah memengaruhi perilaku konsumsi masyarakat, termasuk kecenderungan celebrity worship yang berhubungan dengan pembelian impulsif. Meskipun teori perkembangan menjelaskan bahwa intensitas pemujaan idola menurun pada masa dewasa awal, penelitian di Indonesia menunjukkan masih tingginya perilaku tersebut pada penggemar Korean Wave. Penelitian ini menggunakan desain penelitian kuantitatif dengan metode korelasi. Teknik pengambilan sampel menggunakan metode non-probability sampling dengan teknik accidental sampling dengan jumlah sampel sebanyak 193 dewasa awal (18-25 tahun) penggemar Korean Wave. Pengumpulan data dilakukan menggunakan skala Impulsive Buying Tendency Scale (IBTS) dan Celebrity Attitude Scale (CAS). Hipotesis penelitian ini diuji menggunakan Pearson Product-Moment Correlation, dengan menunjukkan hasil terdapat hubungan antara dimensi celebrity worship (entertainment social, intense personal, dan borderline pathological) dengan impulsive buying dengan nilai signifikansi (p) = 0,000. Semakin tinggi dimensi celebrity worship (entertainment social, intense personal, dan borderline pathological) pada dewasa awal penggemar Korean Wave, semakin tinggi pula impulsive buying yang mereka miliki. Sebaliknya, semakin rendah dimensi celebrity worship (entertainment social, intense personal, dan borderline pathological) pada dewasa awal penggemar Korean Wave, semakin rendah pula impulsive buying yang dimiliki.
Kata Kunci : Celebrity Worship; Dewasa Awal; Impulsive Buying; Korean Wave.

corresponding author: Nibraas Faadiyah Suhana. Department of Psychology, Faculty of Medicine Universitas Syiah Kuala Banda Aceh, Banda Aceh-Indonesia
E-mail address: nibraasuhanaf@gmail.com

Submitted
01-08-2025

Reviewed
02-07-2025

Revised
27-08-2025

Accepted
18-09-2025

Published
19-09-2025

Introduction

The development of increasingly sophisticated technology as part of modernity has affected various aspects of life (Ariyani and Nurcahyo, 2018). The ease of accessing the internet makes it easier for individuals to find out about world developments (Wahyudi and Sukmasari, 2018). The emergence of sophisticated technology, such as smartphones and internet networks, makes it easier for users to access various information and also as a medium for online communication (Nurizka, 2016). Therefore, the world population can easily access phenomena or news that is being discussed in the mass media, one of which is the Korean Wave phenomenon (Sofia and Adiesia, 2021).

Korean wave is a term used to describe pop culture originating from South Korea such as music (K-Pop), drama (K-Drama), culinary, beauty, language, culture and fashion which spread worldwide to various countries, including Indonesia (Shim & Doobo, 2006). Indonesia is also one of the countries in Southeast Asia that experienced the Korean wave that began in the 2000s, and began with the emergence of the Korean entertainment industry such as Korean Drama/Movie, Korean Music, Korean fashion, Korean Food, Korean Beauty and variety shows (KOFICE, 2019).

The high enthusiasm for Korean culture (K-Pop) cannot be denied because of the charming physical conditions, talents and abilities that these idols display, making them famous and having many fans (Young and Pinsky, 2006) of various genders and ages. This makes fans interested in finding out more in-depth everything about their favorite idols, and it is not uncommon for fans to

feel that they really know about their idols, even though in reality fans have never met them in person (Adesia & Sofia, 2021). Previous research also found that most of Korean fans are teenagers in high school and university students (Puspitasari & Hermawan, 2013). In Cahyani and Purnamasari's (2019) research, it was stated that many early adult individuals still worship certain celebrities who are idolized and even make them a role model in various activities. This is not in line with the basic theory to understand this phenomenon which explains that the intensity of celebrity worship that peaks in adolescence should begin to decline in adulthood (Mccutcheon et al., 2002) because early adults have sharpened their identity, achieved autonomy or independence, and have changed their interests and life goals (Shofa, 2017).

The number of early adult individuals who still practice celebrity worship mentioned by Rosida (2019) is related to their stage of development. In this regard, Santrock (2013) explains that for most people the stage of becoming an adult individual involves a major transition period where the transition is a transition from adolescence to adulthood which is called early adulthood. Early adulthood ranges in age from 18 to 25 years (Santrock, 2013). Early adulthood is a period of adjustment to new patterns of life, and new social expectations (Hurlock, 1993). The emergence of idolization or worship behavior in a fan is called celebrity worship (Adiesia & Sofia, 2021).

Maltby, et al (2006) defined celebrity worship as a form of one-way behavior owned by a fan, who always tries to be involved in the daily life of their idol. Furthermore, Maltby, et al (2006) mentioned that celebrity worship behavior is divided

into three aspects which are described as a level. The levels are entertainment social, the behavior of fans who show their interest in idols through activities on social media or talking with other fans as a form of entertainment, then the level of intense personal feeling, behavior that shows intensive and compulsive feelings towards their idols and the level of borderline pathological tendency, which is behavior where fans are willing to take any action for their idols even though it violates the law and social norms. Maltby, et al (2004) mentioned several negative impacts that will be experienced by individuals who do celebrity worship, namely; having a tendency to look for partners who look like their idols. Following various idol styles, and willing to spend money for idols. And potentially experiencing poor mental health (depression, stress, anxiety, low life satisfaction), and suicidal thoughts.

Asrie and Misrawati (2020) explain that from the habit of fans in seeing and studying the lives of their idols can develop into a feeling of obsession and interest in the personal lives of their idols. These feelings can lead to the emergence of empathy, identification, imitation, and association behaviors to be the same or similar to their idol celebrities as much as possible, so fans will buy items related to their idol celebrities because in this way, they will feel closer to their celebrities. Furthermore, Asrie and Misrawati (2020) mentioned that this behavior leads fans to make purchases of merchandise or goods related to or the same as their idols, which is an activity of impulsive buying. These deep feelings encourage individuals to be willing to do various things, including sacrificing their money, time, and energy (Asrie & Misrawati, 2020).

The desire of individual Korean wave fans to be able to own items related to their idols and want to match their idols, makes fan groups categorized as gold customers, where usually these fans buy large quantities of goods and the frequency of purchases is very high, and do not hesitate to spend large amounts of money to satisfy their desires (Veronica, Paramita, & Utami, 2018). This is related to impulsive buying, which is often associated with the feeling of wanting to buy an item that suddenly appears and is not planned (Verplanken & Sato, 2011).

According to Mowen & Minor (2002), individuals who have a tendency to make spontaneous purchases will decide to immediately buy products that have stolen their attention without wanting to think again. They have strong and positive feelings towards the product to be purchased and encourage them to buy without thinking or considering the consequences that will be obtained because of the purchase. Strong positive feelings towards things related to idols that encourage a person to do various things related to their idols are referred to as celebrity worship (Maltby, et al., 2004).

In a study conducted by Nafeesa and Novita (2021), it was stated that most Korean fans have an impulsive buying attitude towards products from Korea, because fans cannot restrain themselves by only buying Korean products that suit their needs, but they force themselves to buy Korean products or merchandise based on pleasure, strong inner drive, high desire to have the product because of the trend and following friends who also buy the product (Nafeesa and Novita, 2021)

Method

Research design, this study uses a quantitative research design with a type of correlation research. Research data were collected using a scale instrument in accordance with the variables in this study, namely celebrity worship as the independent variable and impulsive buying as the dependent variable. Data collection in this study used a questionnaire on the Google Form link.

Research sample, the sample criteria in this study are early adults aged 14-25 years old Korean Wave fans. The sampling technique used was non-probability sampling and accidental sampling method. The research questionnaire provided contained informed consent which was approved by the participants before filling out the measuring instrument given.

The number of samples in this study was 193 samples consisting of 88.1% women and 11.9% men. Based on age, participants aged 21 and 22 years were dominated by 119 samples. Based on the average expenditure to buy things related to Korean Wave products, the majority of subjects spent Rp 200,000 - Rp 500,000, with the majority of pocket money amounting to Rp 800,000 - Rp 1,500,000. Based on the number of Korean Wave products purchased, it is dominated by 2-5 products.

Instruments, the measuring instrument used in this study is the Impulsive Buying Tendency (IBT) developed by Verplanken and Herabadi (2001) and has been adapted in Indonesian by Syahira, et al (2021). The IBTS measuring instrument questionnaire has passed the trial with a reliability coefficient of $\alpha = 0.838$. IBTS uses a Likert scale form 1 to 7, the closer the number 1 indicates

disagreement, if the number closer to 7 indicates greater agreement with the statements on the IBTS measuring instrument items.

The second measurement tool uses the Celebrity Attitude Scale (CAS) developed by Maltby, McCutcheon, Houran, and Ashe (2006) and has been adapted in Indonesian by Widiastuti, et al (2019). This measuring instrument consists of three dimensions, namely entertainment social (7 items), intense personal (13 items), and borderline pathological (6 items) which have passed the trial stage, with reliability coefficients on each dimension, namely entertainment social $\alpha=0.874$, intense personal $\alpha=0.905$, and borderline pathological $\alpha=0.846$. The CAS uses a Likert scale form consisting of five answer options, namely 5 = Strongly agree; 4 = Agree; 3 = Undecided; 2 = Disagree; and 1 = Strongly disagree.

Analysis, data analysis was carried out with the help of SPSS version 24.0 for Windows application software. The analysis technique used is the assumption test which tests the normality test and the linearity test, after the assumption test is fulfilled, then conduct hypothesis testing.

Results

Descriptive Results of Impulsive Buying Level, Due to the absence of determining categories on the standard impulsive buying scale, the categorization formula for impulsive buying is based on Azwar's (2012) categorization formula, namely low and high. Azwar (2012) explains that there are no specific limits regarding the number of categories, so researchers can use them according to research interests. Furthermore, Azwar (2012) states that categorization with high and low division

can be determined from the average value (mean) on the scale in accordance with the categorization formula in table 1 below:

Table 1.
Categorization Impulsive Buying

Score	Category	Total	Percentage (%)
$X < 80$	Low	115	59,6
$X \geq 80$	High	78	40,4

Based on the table above, it is known that impulsive buying in early adult Korean Wave fans is included in the low impulsive buying category of 115 (59.6%) subjects, and those in the high impulsive buying category are 78 (40.4%) subjects.

In the celebrity worship variable in determining the category of respondents who are divided into three levels of celebrity worship, namely entertainment social (low), intense personal (medium), and borderline pathological (high), researchers determine by looking at the total score at each level of celebrity worship contained in The Celebrity Attitude Scale measuring instrument using the z-score formula on SPSS. The distribution of the number and percentage of celebrity worship levels of research subjects can be seen in table 2 below:

Tabel 2.
Categorization Celebrity Worship

Description of Celebrity Worship	Total	Percentage (%)
Entertainment Social	69	35,7
Intense Personal	63	32,7
Borderline Pathological	61	31,6

Based on the table above, it is known that a total of 69 (35.7%) subjects are at a low celebrity worship level (entertainment-social), a total of 63 (32.7%) subjects are at a moderate celebrity worship level (intense personal), and a total of 61

(31.6) subjects are at a high celebrity level (borderline pathological).

Assumption Test

The assumption test aims to determine the statistical technique that will be used to test the effect of the independent variable and the dependent variable. The assumption tests used in this study are normality test and linearity test.

Normality Test Results

The results of the normality test using the One-sample Kolmogorov-Smirnov Test show that the impulsive buying variable has a significance value (p) = 0.200, while in each dimension of the celebrity worship variable, namely the entertainment social dimension shows a significance value (p) = 0.200, in the intense personal dimension shows a significance value (p) = 0.200, and in the borderline pathological dimension shows a significance value (p) = 0.62. According to Azwar (2017) a data is said to be significant above 0.05 ($p > 0.05$). Based on these significance values, it can be interpreted that the research data on the impulsive buying variable is normally distributed, and each dimension on the celebrity worship variable, namely; entertainment social, intense personal and borderline pathological data is normally distributed.

Linearity Test Results

The results of the linearity test using the ANOVA test for linearity between impulsive buying and the entertainment social dimension show a significance result (p) = 0.000. the relationship of impulsive buying with the intense personal dimension shows a significance result (p) = 0.000. the relationship of impulsive buying with the borderline pathological dimension shows a significance result (p) = 0.000. According to Azwar (2017), two variables have a

linear relationship if the significance value is below 0.05 ($p < 0.05$). Based on this significance value, it can be interpreted that the variables in this study have a linear relationship and relationship.

Hypothesis Test Results

Based on the results of the assumption tests that have been carried out, it is known that both assumption tests are met, so the method used is a parametric method with a correlation test through the analysis of the Pearson product-moment correlation technique. The results of the analysis on the relationship between social entertainments and impulsive buying obtained a sig value. (2-tailed) of 0.000 ($p < 0.05$) with a correlation coefficient (r) of 0.444. Furthermore, the results of the analysis on the relationship between personal intensity and impulsive buying obtained a sig value. (2-tailed) of 0.000 ($p < 0.05$) with a correlation coefficient value (r) of 0.489. and the results of the analysis on the relationship between borderline pathological and impulsive buying obtained a sig value. (2-tailed) of 0.000 ($p < 0.05$) with a correlation coefficient value (r) of 0.449. Based on these results, it shows that there is a significant and positive correlation between the celebrity worship variable and impulsive buying

Discussion

This study was conducted to determine whether there is a relationship between celebrity worship and impulsive buying in early adult Korean Wave fans. The subjects of this study are early adult Korean Wave fans who like Korean and have made purchases on Korean Wave products. The number of respondents in this study was 193

subjects consisting of 170 (88.1%) female subjects and 23 (11.9%) male subjects. The age of the subjects in this study, namely early adulthood with an age range of 18-25 years.

Based on the results of the research analysis, it shows that there is a relationship between the dimensions of celebrity worship, namely the entertainment social dimension, the intense personal dimension and the borderline pathological dimension with impulsive buying in early adult Korean Wave fans, and the results show that the three hypotheses proposed in this study are accepted, meaning that the dimensions of celebrity worship (entertainment social, intense personal, and borderline pathological) have a positive correlation with impulsive buying in early adult korean wave fans. Furthermore, the positive and significant relationship obtained between the two variables means that there is a unidirectional relationship, namely the higher the celebrity worship dimensions (entertainment social, intense personal, and borderline pathological), the higher the impulsive buying, and vice versa, the lower the celebrity worship dimensions (entertainment social, intense personal, and borderline pathological), the lower the impulsive buying.

This is in line with the results of research conducted by Anastasia (2017) which states that celebrity worship in entertainment-social has a significant influence on consumptive behavior, one of which is impulsive buying. Damayanti (2022) in her research also mentions that subjects who are at the entertainment social level of celebrity worship often conduct active searches for idols and enjoy their content as entertainment, and carry out consumptive behavior that appears suddenly by buying eyeshadow products twice a month, and

also buying NCT advertised products such as lemonilo and nu green tea.

Other studies also discuss the relationship between the intense personal dimension and impulsive buying such as the results of research conducted by Maltby, et al (2004), intense personal feeling is a feeling that makes fans feel that they have a strong personal relationship and feel close to idol celebrities, so it can be concluded that strong and close feelings towards Korean idols influence individuals to make impulsive purchases of goods related to the Korean Wave. Furthermore, Setiawan and Saraswati (2017) also mentioned that fans who are at the level of intense personal adoration tend to spend large amounts of money to buy merchandise, albums, buy concert tickets to show their feelings of love for idol figures.

There are also studies that discuss the relationship between the borderline pathological dimension and impulsive buying, such as in research conducted by Chen, et al (2022) which states that celebrity worship in the borderline pathological dimension can positively influence impulsive buying behavior. The desire of fans to match their idols in Arudanti's research (2019) states that subjects who have a level of celebrity worship at the borderline pathological level will do illegal things such as spreading EXO's private photos and buying non-original EXO tapes or CDs.

Based on the results of descriptive data analysis on impulsive buying variables, the majority of subjects did impulsive buying in the low category as many as 115 (59.6%) subjects. Arisandy (2017) states that individuals who have low impulsive buying can be reflected in purchasing behavior, such as buying goods or things that are in accordance with needs, such as considering and

analyzing information about the items to be purchased, or only buying goods according to a list of purchases that are in accordance with individual needs. The results of descriptive data analysis on the celebrity worship variable, the majority of subjects are at the social entertainment level (low). Maltby, et al (2004) explain that entertainment social or low level is described by the involvement of fans and celebrities for entertainment or leisure purposes, based on fans' interest in the talents, attitudes, behavior and things that have been done by these celebrities.

In addition to seeing the relationship between celebrity worship and impulsive buying and the results of the categorization analysis of the two variables, researchers also found additional data that the subjects in this study were dominated by the ages of 21 years and 22 years with a total of 119 (61.6%) subjects out of a total of 193 subjects. The ages of 21 years and 22 years are early adulthood, most of whom are still students. Nuraeni (2015) states that generally students have been given trust and responsibility in managing their own money, thus they feel free to use the money they have without direct supervision from parents, this causes students to often be less rational in spending their money. Furthermore, Tyoni and Syarifa (2022) mention that in the early adult phase, individuals have begun to be psychologically and economically independent, where individuals have started working and have their own income, and at the beginning of individual independence in economic terms, it also triggers an individual to become more consumptive and do impulsive buying, one of the causes of impulsive buying is celebrity worship.

Based on gender, it was found that the number of female samples was greater than the male samples, where there were 170 (88.1%) female subjects and 23 (11.9%) male subjects. McCutcheon (2004) explains that men and women can like idols with different contexts, but the intensity to like idols is usually higher in the female gender. Furthermore, McCutcheon (2004) also mentions that the intensity of adoration in women is higher than men. This is supported by the informant's statement (LB, 22 years old) in a study conducted by Arundati, et al (2019) which explains that women are always more dominant in liking Korean idols and often do things outside of normal limits compared to men. Furthermore, in research by Zia, et al. (2018) states that women are more likely to be impulsive buyers than men.

Judging from the number of products purchased by respondents in this study, the results obtained were 149 (77.2%) subjects, with the intensity of making purchases of 2-5 products per month. The products purchased by respondents are merchandise (photocard, album, key chain, and other merchandise), Korean beauty (some by mi, nature republic, corsrx, laneige, innisfree, and other skincare and cosmetic products), Korean food (remyeon, samyang, corndog, toppoki, etc.), and Korean fashion (clothes, hats, glasses, etc.). This is in line with research conducted by Millah (2019) which states that fans who have a high level of celebrity worship behavior will also carry out a high level of consumptive behavior. Furthermore, in research conducted by Wahyuni, et al (2019) fans do not hesitate to spend a certain amount of money to buy albums, merchandise, concert tickets, photocards, and other merchandise which often

leads to consumptive behavior, such as impulse purchases.

In this study there were also 166 (60.1%) subjects who joined their idol group band, which also triggered an individual to make more impulsive purchases of Korean wave products due to the greater encouragement from the surrounding environment. This is also supported by research conducted by Putra (2019) which states that K-Pop fans who have idol groups will usually buy items related to their idols, such as merchandise. Furthermore, research conducted by Izzah (2023) also states that K-Pop fans when they want to make purchases of their idol group merchandise they will suggest products to buy to each other, this affects Korean fans in impulsive buying on K-Pop merchandise, because they feel supported to do this.

This study has several limitations that should be noted. The gender distribution in the sample was unbalanced, as female participants outnumbered male participants significantly, so the findings may not fully represent gender differences. In addition, the study did not collect data on respondents' monthly expenditure, so information on the actual level of consumption of Korean Wave products could not be analyzed in depth. During the instrument testing phase, several items on the Impulsive Buying Tendency (IBT) scale still showed a discrimination index below 0.20, and efforts to increase the sample size faced obstacles due to the elimination system on the measurement scale and limitations in finding respondents who met the criteria outside of Aceh Province. Therefore, further research is recommended to balance the gender proportion in the sample, add monthly expenditure variables as supporting data, and consider revising

the IBT items or using alternative validated instruments to strengthen the research results and optimize the generalization of findings.

Conclusion

Based on the results of data analysis and discussion, it can be concluded that there is a positive and significant relationship between celebrity worship and impulsive buying in early adult Korean Wave fans. This means that the higher the value of celebrity worship dimensions (entertainment social dimension, intense personal dimension, and borderline pathological dimension) in individuals, the higher the impulsive buying in individuals. Conversely, the lower the value of the celebrity worship dimension (entertainment social dimension, intense personal dimension, and borderline pathological dimension) in individuals, the lower the impulsive buying in individuals. The correlation test results show that the level of relationship between the two variables is at a moderate level. The results of the research analysis also show that the level of impulsive buying in early adult Korean Wave fans is mostly in the low category, and at the celebrity worship level, the majority of early adult Korean Wave fans are in the social entertainment (low). Thus, it can be concluded that the relationship between the variables celebrity worship and impulsive buying is proven to have a unidirectional relationship.

The research findings also show that the level of impulsive buying among early adults who are fans of the Korean Wave is mostly in the low category, and in terms of celebrity worship, the majority of early adult Korean Wave fans fall into the entertainment-social (low) category. Thus, it can

be concluded that the relationship between celebrity worship and impulsive buying is proven to be in the same direction.

The benefits of this research lie in its contribution to the development of scientific knowledge. Theoretically, it is expected to add to the body of knowledge in the field of psychology by providing insight into the relationship between celebrity worship and impulsive buying among early adults who are fans of the Korean Wave. The results of this study are also expected to serve as a reference for future researchers exploring similar themes. Practically, the findings are expected to increase public awareness of the relationship between celebrity worship and impulsive buying among early adult fans of the Korean Wave and provide value to related stakeholders

References

- Adiesia, K. P., & Sofia, L. (2021). *Gambaran Celebrity Worship dan Psychological Well Being Pada Wanita Dewasa Awal Penggemar Korean Pop*. Psikoborneo: Jurnal Ilmiah Psikologi, 9(4), 886-899.
- Arisandy, D., & Hurriyati, D. (2017). *Hubungan Antara Kontrol Diri Dengan Impulsive Buying Pada Mahasiswi Fakultas Psikologi Di Perguruan Tinggi Wilayah Palembang Yang Melakukan Belanja Online*. Prosiding Snapp: Kesehatan (Kedokteran, Kebidanan, Keperawatan, Farmasi, Psikologi), 3(1), 31-39.
- Arundati, N., Vania, A. A., & Arisanti, M. (2019). *Perilaku celebrity worship pada anggota fandom EXO dalam komunitas EXO-L Bandung*. Jurnal Universitas Pembangunan Jaya. 13(1) 53-72.
- Asrie, N. D., & Misrawati, D. (2020). *Celebrity worship dan Impulsive buying pada Penggemar KPOP Idol*. Journal of Psychological Perspective, 2(2), 91-100.
- Cahyani, D., & Purnamasari, Y. (2019). *Celebrity Worship on Early Adult K-Pop Fangirling*. 304 (Acpch 2018), 167–170. <https://doi.org/10.2991/acpch-18.2019.41>

- Darfiyanti, & Putra. (2012). *Pemujaan terhadap idola pop sebagai dasar intimate relationship pada dewasa awal: sebuah studi kasus*. Jurnal Psikologi Kepribadian dan Sosial, 1(2).
- Hurlock, E. B. (1999). *Psikologi Perkembangan: Suatu pendekatan sepanjang rentang kehidupan*. Jakarta: Erlangga.
- Maltby, J., Houran, J., & McCutcheon, L. E. (2003). *Locating celebrity worship within Eysencks personality dimensions*. Journal of Nervous and Mental Disease, 191, 25–29.
- Maltby, J., Day, L., McCutcheon, L. E., Gillett, R., Houran, J., Ashe, D. D. (2004). *Personality and coping: A context for examining celebrity worship and mental health*. British Journal of Psychology, 95, 411–428.
- Maltby, J., Day, L., McCutcheon, L. E., Houran, J., & Ashe, D. (2006). *Extreme celebrity worship, fantasy proneness and dissociation: Developing the measurement and understanding of celebrity worship within a clinical personality context*. Personality and individual differences, 40(2), 273-283.
- McCutcheon, L. E. (2003). *Machiavellianism, belief in a just world, and the tendency to worship celebrities*. Current Research in Social Psychology, 8(9), 131-139.
- Millah, Siti Luthfathul. (2019). *"Hubungan antara Celebrity Worship dengan Perilaku Konsumtif Remaja Penggemar Boyband BTS"*. Skripsi. (Surabaya: Universitas Islam Negeri Sunan Ampel Surabaya)
- Mowen, C.J. & Minor, M. (2002). *Perilaku Konsumen*. Jakarta : Erlangga.
- Nafeesa, N., & Novita, E. (2021). *Hubungan Antara Harga Diri Dengan Perilaku Impulsive Buying Pada Remaja Penggemar K-Pop*. Cakrawala-J. Hum, 21(2), 79-86.
- Puspitasari, W. Hermawan, 2013, *Gaya Hidup Penggemar K-Pop (Budaya Korea) Dalam Mengekspresikan Kehidupannya Studi Kasus K-Pop Lovers Di Surakarta*. Jurnal Pendidikan Sosiologi-Antropologi FKIP UNS.
- Reeves, R. A., Baker, G. A., & Truluck, C. S. (2012). *Celebrity Worship, Materialism, Compulsive Buying, and the Empty Self*. Psychology and Marketing, Vol. 29, 674-679.
- Rosida, A. (2019). *Hubungan Self-Esteem dan Kesepian dengan Celebrity Worship pada Wanita Dewasa Awal Penggemar K-Pop*. Universitas Airlangga.
- Santrock, J. W. (2013). *Life-Span Development* (14th ed.). McGraw Hill.
- Shim, D. (2006). *Hybridity and the rise of Korean popular culture in Asia*. Media, culture & society, 28(1), 25-44.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, Dan Kombinasi (Mixed Methods)*. Bandung: Penerbit Alfabeta.
- Sugiyono, D. (2017). *Metode penelitian pendidikan (pendekatan kualitatif, kuantitatif, dan R&D)*. Alfabeta.
- Verplanken, B., & Herabadi, A. (2001). *Individual Differences In Impulsive Buying Tendency: Feeling And No Thinking*. European Journal Of Personalit. 15: S71-S83. <https://doi.org/10.1002/Per423>
- Verplanken, B., & Sato, A. (2011). *The psychology of impulse buying: An integrative self-regulation approach*. Journal of Consumer Policy, 34, 197-210.
- Xiaowei, Hwang, 2009. *Korean Wave: The popular Culture, Comes as Both Cultural and Economic Imperialism in the East Asia*, Asia Social Science, Vol.5 No.8, pp.123- 130.
- Young, M. S., & Pinsky, D. (2006). *Narcissism and Celebrity*. Journal of Research in Personality, 40, 463-471. Doi:10.1016/j.jrp. 2006.05.005