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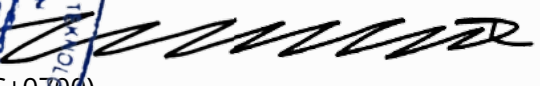
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**PENGARUH FANATISME DAN KONTROL DIRI TERHADAP PERILAKU KONSUMTIF PADA WANITA PENGGEMAR K-POP DI KOTA SAMARINDA**  
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Article Info	ABSTRACT
<p><b>Article history:</b>            Received dd/mm/yyyy            Revised dd/mm/yyyy            Accepted dd/mm/yyyy</p> <p><b>Keywords:</b>            consumptive behavior, fanaticism, self-control</p>	<p>This study aims to determine the effect of fanaticism and self-control on consumptive behavior of female k-pop fans in Samarinda City. This study using a quantitative approach. The sample of this study was 100 female k-pop fans in Samarinda City which were selected using purposive sampling technique. Data collection methods used are consumptive behavior scale, fanaticism scale, and self-control scale. The collected data were analyzed with multiple model regression statistical tests. The research results showed that: (1) there is a significant impact of fanaticism and self control on consumptive behavior by the <i>F</i> value = 7.186 &gt; <i>F</i> table = 3.09, adjusted <i>R</i> square = 0.19, and <i>p</i> = 0.001 (<i>p</i> &lt; 0.05); (2) there is a significant impact of fanaticism with consumptive behavior by the standardized coefficients beta (<i>B</i>) = 0.304, <i>t</i> value = 3.000 &gt; <i>t</i> table = 1.660, and <i>p</i> = 0.003 (<i>p</i> &lt; 0.05); (3) there is a significant impact of self-control with consumptive behavior by the standardized coefficients beta (<i>B</i>) = -0.328, <i>t</i> value = -3.235 &gt; <i>t</i> table = 1.660, <i>p</i> = 0.002 (<i>p</i> &lt; 0.05).</p>

**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh fanatisme dan kontrol diri terhadap perilaku konsumtif pada wanita penggemar k-pop di Kota Samarinda. Penelitian ini menggunakan pendekatan kuantitatif. Sampel penelitian ini adalah 100 wanita dewasa awal penggemar k-pop di Kota Samarinda yang dipilih dengan menggunakan teknik purposive sampling. Metode pengumpulan data yang digunakan adalah skala perilaku konsumtif dengan nilai reliabilitas 0,759, skala fanatisme dengan nilai reliabilitas 0,864, dan skala kontrol diri dengan nilai reliabilitas 0,728. Data yang terkumpul dianalisis dengan uji analisis regresi model berganda. Hasil penelitian menunjukkan bahwa: (1) terdapat pengaruh yang signifikan antara fanatisme dan kontrol diri terhadap perilaku konsumtif yaitu dengan nilai *F* hitung = 7,186 > *F* tabel = 3,09, adjusted *R* square = 0,19, dan nilai *p* = 0,001 (*p* < 0,05); (2) terdapat pengaruh signifikan antara fanatisme dengan perilaku konsumtif yaitu dengan nilai standardized coefficients beta (*B*) = 0,304, *t* hitung 3,000 > *t* tabel = 1,660, dan nilai *p* = 0,003 (*p* < 0,05); (3) terdapat pengaruh signifikan antara kontrol diri dengan perilaku konsumtif yaitu dengan nilai standardized coefficients beta (*B*) = -0,328, *t* hitung = -3,235 > *t* tabel 1,660, dan nilai *p* = 0,002 (*p* < 0,05).

**Kata kunci**

perilaku konsumtif fanatisme kontrol diri

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Fanatisme dan Kontrol Diri Terhadap Perilaku Konsumtif pada Wanita Penggemar K-Pop di Kota Samarinda  
 (Kholifatur Rosidah<sup>1</sup>, Netty Dyan Prastika<sup>2</sup>)