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HUBUNGAN FANATISME DENGAN PERILAKU KONSUMTIF PADA PENGEMBAR K-POP DI MASA PASCA PANDEMI
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<p>Article info</p> <p>Article history: Received Revised Accepted</p> <p>Keywords: Consumer behavior, Fanaticism, K-Pop fans</p>	<p>ABSTRACT</p> <p>During the Covid-19 pandemic, K-Pop album sales have increased. Limited access to meet K-Pop idols in person, makes K-Pop fans spend time idolizing through social media. K-Pop fans are willing to spend money to buy merchandise such as kpop albums, lightsticks, postcards, photocards, posters to clothes as a form of effort to show their love for their idol. This fanaticism behavior encourages consumptive behavior to buy things they already have. This study aims to empirically examine the relationship between fanaticism and consumptive behavior among kpop fans in the post-pandemic period. The sample in this study was 100 K-Pop fans. The measuring instrument used in this study is the fanaticism scale with a reliability value = 0.843 and a consumptive behavior scale with a reliability value = 0.796. The data analysis technique used is product moment correlation. The results showed that the value of r count = 0.447 and p = 0.000 < 0.05. This means that there is a positive and significant relationship between fanaticism and consumptive behavior among k-pop fans in the post-pandemic period.</p>
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<p>ABSTRAK</p> <p>Selama pandemi covid-19 penjualan album K-Pop mengalami peningkatan. Terbatasnya akses untuk bertemu idola K-Pop secara langsung, membuat fans K-Pop menghabiskan waktu melakukan pengidolan melalui media sosial. Para fans K-Pop rela mengeluarkan uang untuk membeli merchandise seperti album kpop, lightstick, postcard, fotocard, poster hingga baju sebagai bentuk upaya untuk menunjukkan keciintaan terhadap sang idola. Perilaku fanatisme tersebut mendorong perilaku konsumtif untuk membeli barang-barang yang sudah mereka miliki sebelumnya. Penelitian ini bertujuan untuk menguji secara empirik hubungan antara fanatisme dengan perilaku konsumtif pada penggemar Kpop di masa pasca pandemi. Sampel dalam penelitian ini berjumlah 100 orang penggemar K-Pop. Alat ukur yang digunakan dalam penelitian ini yaitu skala fanatisme dengan nilai reliabilitas = 0,843 dan skala perilaku konsumtif dengan nilai reliabilitas = 0,796. Teknik Analisa data yang digunakan adalah korelasi product moment. Hasil penelitian menunjukkan nilai r hitung = 0,447 dan p=0,000 < 0,05. Artinya, terdapat hubungan yang positif dan signifikan antara fanatisme dengan perilaku konsumtif pada penggemar k-pop di masa pasca pandemi.</p>	<p>Kata kunci</p> <p>Perilaku konsumtif, Fanatisme, Penggemar K-Pop</p>
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