

The Influence of Celebrity Worship, Utilitarian Value, and Packaging Design on the Impulsive Buying of NCT Dream's K-Pop Album "Hello Future" in Generation Z (Study On Followers of Twitter Account @NCTDreamINA)

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ABSTRACT

This study aims to analyze and determine the influence of celebrity worship, utilitarian value, and packaging design on the impulsive buying of NCT Dream's K-Pop Album "Hello Future" in generation Z. The sampling technique used is non-probability sampling with purposive sampling method and obtained a sample of 100 respondents who are followers of the @NCTDreamINA Twitter fanbase account. The data analysis technique used was multiple linear regression analysis with the help of SPSS 25 software. Previously the data had been tested using the classical assumption test to determine whether the data was feasible or not. The results of this study indicate that the variables celebrity worship, utilitarian value, and packaging design simultaneously have a significant and positive effect on the impulsive buying of NCT Dream album "Hello Future" in generation Z. In addition, it can also be seen that the variables celebrity worship, utilitarian value, and packaging design each partially have a significant and positive effect on the impulsive purchase of the NCT Dream album "Hello Future" in generation Z.

Keywords: *Celebrity Worship, Utilitarian Value, Packaging Design, Impulsive Buying, K-Pop*

Pengaruh *Celebrity Worship*, *Utilitarian Value*, dan Desain Kemasan Terhadap Pembelian Impulsif Album K-Pop NCT Dream “Hello Future” Pada Generasi Z (Studi Pada Pengikut Akun Twitter @NCTDreamINA)

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan mengetahui pengaruh *celebrity worship*, *utilitarian value*, dan desain kemasan terhadap pembelian impulsif album K-Pop NCT Dream “Hello Future” pada generasi Z. Teknik pengambilan sampel yang digunakan yaitu *non-probability sampling* dengan metode *purposive sampling* dan memperoleh sampel sebanyak 100 responden yang merupakan pengikut dari akun fanbase Twitter @NCTDreamINA. Teknik analisis data yang digunakan adalah analisis regresi linear berganda dengan bantuan *software* SPSS 25. Sebelumnya data telah di uji menggunakan uji asumsi klasik untuk mengetahui layak atau tidaknya data tersebut diolah. Hasil penelitian ini menunjukkan bahwa variabel *celebrity worship*, *utilitarian value*, dan desain kemasan secara simultan berpengaruh signifikan dan positif terhadap pembelian impulsif album NCT Dream “Hello Future” pada generasi Z. Selain itu dapat diketahui pula bahwa variabel *celebrity worship*, *utilitarian value*, dan desain kemasan masing-masing secara parsial berpengaruh signifikan dan positif terhadap pembelian impulsif album NCT Dream “Hello Future” pada generasi Z.

Kata Kunci : *Celebrity Worship*, *Utilitarian Value*, Desain Kemasan, Pembelian Impulsif, K-Pop