

## Research Paper

# The Role of Brand Attractiveness on Impulse Buying with Celebrity Worship as A Mediation Variable on Purchase of Official Merch BTS in East Java

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**Abstract.**

The Korean wave phenomenon that is sweeping the world is slowly starting to have an economic impact, the presence of a music group consisting of young people with attractive appearances is the biggest driving factor causing the Korean wave phenomenon to spread, including the currently worldwide boyband BTS. This study aims to determine the role of brand attractiveness in impulse buying with celebrity worship as a mediating variable for purchasing official BTS merchandise in East Java. The sample in this study was 96 respondents with a sampling technique using purposive proportional random sampling with the criteria of consumers who bought BTS. BTS official merch fans commonly called ARMY fans who were in the East Java area and for private ownership. The results of this study indicate that brand attractiveness has a significant effect on impulse buying. Brand attractiveness has a significant effect on celebrity worship. Celebrity worship has a significant effect on impulse buying. Celebrity worship partially mediates brand attractiveness and impulse buying.

**Keywords:** brand attractiveness, impulse buying, celebrity worship

## 1. Introduction

Popular culture is the interaction of people in daily activities such as how to dress, behavior, habits, use of language, speech and food. Popular culture is a part of society, including today's modern youth. According to Kellner, (2009: 1,21) Popular culture comes from society, by society and for society itself. One that is part of today's popular culture is the Korean wave. Korean wave is a term that was originally used by the people of South Korea to describe the rapid development that occurred in Korean culture which is widespread throughout the world, including Europe, America, and Indonesia is no exception. However, the spread of Korean culture is not due to the promotion of the South Korean government but rather developed through the arts in the field of

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Entertainment such as dramas, films, variety shows and even music. The results of the initial survey researchers conducted interviews with 2 BTS fans in East Java, and the following results were.

obtained, YN 22 years old said, "When I saw BTS release a new album, I felt like buying it even though I was in a tight financial situation. I ended up saving up at a seller who used to open album pre-orders long before it was confirmed that BTS would be making a comeback. Once, the intention was to buy it, but I thought about it, so I ended up buying it. If I had the money, I bought it right away when BTS released a teaser comeback." DT 24 years old said almost the same thing "I'm sure if I buy an album, because I want to support their works by buying albums and listening to their songs and watching their MV. I even bought official merch like Tumblr, dolls and other details. Have you ever intended not to buy it but in the end you made a mistake, hehe. If you have money to buy it, I set it aside from your salary every month. If you don't buy a BTS comeback, it feels like it's incomplete." From the results of the initial survey interview, it can be seen that ARMYs have a tendency to buy spontaneously, thus indicating an impulse buying behavior on ARMYs. This is also an obstacle for ARMY themselves for their behavior, so researchers want to determine whether there is impulse buying behavior, therefore it is necessary to know what factors affect impulse buying.

Verplanken & Herabadi, (2001:71,83) defines impulse buying as an irrational purchase associated with a quick and unplanned purchase followed by a conflict of thoughts and emotional impulses. According to Rook, (1987:189,199) Impulse buying is a buying behavior that is caused by a sudden, strong impulse and a desire to buy immediately, this is followed by an emotional conflict and tends to ignore all the consequences obtained. From the research above, the author can conclude that impulse buying is a

person's behavior in making purchases spontaneously or not planned in advance. Each individual has different behavior in making a purchase, before making a purchase usually someone will first record the necessary needs such as the type of goods or the number of goods. Impulsive buying behavior experienced by a person results in spending not as planned, shopping activities that tend not to be planned in advance will lead to waste. One of the causes of impulse buying is the interest and support of celebrities. This can encourage fans to imitate and have the same items as idols. The identification and imitation experienced by fans will create a feeling of wanting to make purchases of merchandise or have items owned or used by idols based on excessive emotional impulses and overriding considerations about the need and worthiness of the value of a product purchased, behavior that will appear called impulse buying.

Brand Attractiveness is a consumer evaluation of a brand related to how it can help consumers to meet their needs, it can be concluded that Brand attractiveness is a fundamental aspect of identifying a brand So et al., (2017: 640,651). According to Baker, Michael J. Churchill, (1977: 538,555) Attractiveness can increase the evaluation of advertising but is not effective in strengthening consumer purchase intentions. Attractiveness cannot be separated from endorsers, according to Ohanian, (1990:39,52). Attractiveness refers to the level of attractiveness or how strong the attractiveness of the endorser is. From the above understanding the author can conclude that Brand Attractiveness is an evaluation of a product that will influence other consumers to buy or not a product but the product is also motivated by the existence of an endorser if consumers find something interesting in the endorser then consumers will think that the endorser is attractive and the consumer will side with the endorser.

Maltby et al., (2003:25,29) Celebrity worship is a fan's obsessive behavior to be fully involved in the life of his idol, then carried away in the daily life of the individual. Celebrity Worship usually occurs when teenagers are in the process of looking for self-identity, Teenagers tend to adhere to and internalize the values that exist in idols into themselves so that teenagers will behave as if they are their favorite idols. Usually teenagers have one or more idols that they make as role models in life. Most teenagers who like certain idols adapt the characteristics of their idols such as how to dress, hairstyle, lifestyle and even equate the products used by idols (IDAI-Soetjningsih, 2010:198,221).

To respond to the concerns above, this research is intended to determine the role of brand attractiveness on impulse buying with celebrity worship as a mediating variable in purchasing BTS official merch in East Java. This study aims to find out more about consumers' views about brand attractiveness and celebrity worship as things that affect consumers' buying intentions so that impulse buying behavior appears. As a company this is an important thing to know in order to increase consumer impulse buying. Thus, the results of this study contribute to marketing and consumer management in an effort to improve the development of marketing management and to find out the problems faced by consumers when making impulse purchases. Based on the above background, therefore, the authors use the title "The role of brand attractiveness on impulse buying with celebrity worship as a mediating variable in purchasing BTS official merch in East Java" which is expected to help researchers to develop new research, choose references or become a reference for research results. and publish their research results.

## 2. Literatur Review and Research Hypotheses

## 2.1. Brand attractiveness

The definition of brand attractiveness varies widely, Shimp (2007:304,305) says that attractiveness is a person's physical attractiveness which refers to a physical appearance that is considered attractive to look at, which is related to physical attractiveness, level of popularity, achievement, image and abilities of a celebrity. the consumer finds something in the endorser that he likes, therefore persuasion works through an identification, meaning that the consumer will adopt the behavior, attitude or preference of the endorser he likes when consumers find interesting things in the endorser. Ohanian, (1990:39,52) Brand Attractiveness is a claim made by a brand and affects consumer behavior, this refers to Celebrity Endorsers who must have credibility or a skill or attractiveness.

## 2.2. Celebrity worship

Celebrity worship is a form of a one-way relationship that occurs in a fan of his idol where someone becomes obsessed with his idol (McCutcheon et al., 2002:67,89). Usually fans carry out various activities that have the aim of supporting their idols, these activities require material or non-material, both in terms of energy, time, and funds to support their idols. For example, spending money to buy merchandise, concert tickets, albums and products related to their idols is no exception for the products they use or those that make their idols as Brand Ambassadors. K-pop fans are often considered too excessive or too obsessed with liking their idols, in psychology this is called Celebrity worship (Wayan et al., 2020:1,6). Celebrity worship is described as an obsessive-addictive disorder when a person is too involved and attracted to his idol or can be called someone who is obsessed with the celebrity life in detail (Mark D. Griffiths Ph.D.,

2013:1). Turner, (2016:2) celebrity is a person known for their wellknownness. Based on this definition, it can be said that celebrities are people who are famous for their abilities, the abilities of celebrities can be very diverse, such as sports, arts, creativity and others. Meanwhile, according to Maltby et al., (2004:411,428) Celebrity Worship is an obsessive and addictive behavior of a fan to always be involved in all the lives of his idol even this affects the daily activities of a fan.

According to Ang & Chan, (2018:139,148) there are three main factors that cause a person to become celebrity worship, especially among teenagers, namely because of the expertise possessed by idols, for example the idol has a beautiful voice, is good at playing musical instruments or is good at sports. certain characteristics, as

well as the personality of idols who show positive attitudes and traits, and because of peer influence. Fans with Celebrity worship will buy anything related to the idol, including buying merchandise to concert tickets (Chapman, 2003:1). Teenagers idolize their favorite idols without disturbing their daily lives and not harming themselves or others (Stever, 2009:1,3). so that someone is able to provide both material and nonmaterial support.

### 2.3. Impluse buying

Rook et al., (1995:305) define impulse buying as an “unplanned purchase” characterized by relatively quick and subjective decision making in favor of direct ownership. Impulse buying is described as a more arousing, unintentional, and more attractive buying behavior than planned buying. Impulsive buying tends to be unreflective in their thinking, emotionally attracted to objects, and their desire for immediate gratification (Hoch & Loewenstein, 1991: 492.507). Stern, (1962:59) impluse buying is a purchase that made by cunsumers without being in-tentionally planned before, which means impulse buying is a purchase made by consumers without prior planning Bong, (2011: 31,52). Rook, (1987:189,199) impulse buying occurs when consumers have a strong motivation and then it turns into a desire or desire to buy the product directly.

Beatty & Ferrell, (1998:169,191) impulse buying refers to purchases that do not have a purpose at the time before shopping either to buy a certain product category or to meet special needs, they explain that impulse buying behavior occurs after consumers have the desire to buy without experiencing reflection. The same thing was stated by Engel & Blackwell, (1982: 98, 110) that impulse buying is an act that is carried out previously without being consciously acknowledged or intending to buy before entering the store. Impulse buying occurs when consumers suddenly experience a very strong and strong desire to buy something as soon as possible (Suparna, 2016:

2250,2278).

Based on the research above, it can be concluded that impulse buying is an act of buying that is carried out suddenly without any planning. impulse buying is a behavior that lacks consideration because consumers do not think about the goals and consequences of a purchase, impulse buying occurs because of an emotional conflict from within the consumer.

Based on the description above, the hypothesis proposed in this study is as follows:

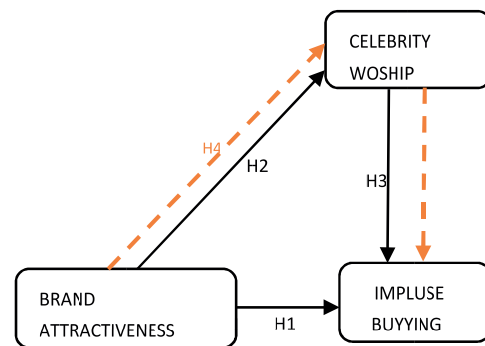
H<sub>1</sub> : Brand attractiveness positif signifikan terhadap impluse buying

H<sub>2</sub> : Brand attractiveness positif signifikan terhadap celebrity worship

H<sub>3</sub> : Celebrity worship positif signifikan terhadap impluse buying

H<sub>4</sub> : Celebrity worship memediasi brand attractiveness dan impluse buying

The conceptual framework of this research is shown in picture 1



———— = Mediating effect

———— = Relationship between variables

Figure 1:

### 3. Methods

The approach used in this study is an explanatory quantitative approach. Sugiyono, (2018:8) quantitative

research is one type of systematic, wellplanned and clearly structured research. Explanatory quantitative research is research that will explain the relationship between variables that affect the researcher’s hypothesis. The sampling technique in this study was using purposive proportional random sampling. Sugiyono, (2012:126) purposive sampling is a sampling technique with certain considerations. Therefore, the authors choose purposive sampling which establishes certain considerations that must be met by the samples used in this study, including:

1. ARMY or nickname for BTS fans
2. ever bought BTS official merch
3. fans in the East Java region
4. For personal use or possession

The size of the population in this study is very large and cannot be known with certainty. then the determination of the number of samples to be used in this study is to use the formula from Rao Purba (2016: 28,32) using the following formula:

$$n = \frac{Z}{4(Moe)^2}$$

Information : n = Number of samples

Z = Normal distribution level at significant level 5% = 1.96 (Degree of confidence determined (95%))

Moe = margin of error max, maximum error rate is 10% By using the above formula, the following calculation is obtained:

$$n = \frac{(1,96)^2}{4(0,10)^2}$$

n = 96,04 Or 96 Respondents

Based on the calculation, the minimum number of samples that must be met is 96 respondents.

This study has one independent variable, one dependent variable and one intervening variable. According to Sugiyono, (2017: 207) data analysis is the process of systematically searching and compiling data results obtained from respondents by organizing data into categories, describing them into units, synthesizing, compiling patterns, choosing which ones are important and not important. that will be studied and make conclusions so that they are easily understood by themselves and others. The data analysis technique of this research uses Partial Least Square (PLS). PLS is a Structural Equation Modeling (SEM) equation model with an approach based on variance or component-based structural equation modeling.

Ghozali, I., & Latan, (2015:5) The purpose of PLS-SEM is to develop a theory or build a theory. PLS is used to explain whether or not there is a relationship between latent variables (Prediction). PLS is a powerful analytical method because it does not assume current data with a certain scale measurement or small sample size. This study has a complex model and a limited number of samples, so the data analysis uses SmartPLS software. in SmartPLS using bootstrapping method or random multiplication method. therefore the assumption of normality will not be a problem and with bootstrapping, SmartPLS does not require a minimum number of samples, so it can be applied to research with a small sample size. PLS-SEM analysis has two sub-models, namely the measurement model or the outer model and the structural model or the inner model.

## 4. Result and Discussion

The survey research strategy by distributing questionnaires was chosen to test 96 data samples using purposive proportional random sampling. Where 96 questionnaires can be used.

Tabel 1.

TABLE 1: Demographic Characteristics of Respondents.

Category	Frequency	Percentage
Gender Male	13	13,54 %
Female	83	86,46 %
Age		
<17	27	28,13%
17-22	22	22,91%
22-28	33	34,38%
>28	14	14,58%
Long time to be ARMY		
<1	25	26,04%
2-3	32	33,33%
4-5	17	17,71%
>5	22	22,92%
Monthly income		
< Rp. 1.000.000	42	43,75%
Rp. 1.000.000 – Rp. 2.500.000	7	7,30%
Rp. 2.500.000 – Rp. 4.000.000	18	18,75%
> Rp. 4.000.000	29	30,20%

Based on gender in this study, which amounted to 96 respondents were dominated by women with 83 people or 86.46%. while the male as many as 13 people or 13.54%. (Henrietta, 2012:5) based on this study on the comparison of impulse buying tendencies between men and women, it was found that women were more impulsive than men. the mean tendency of women's impulsive buying, which is 66.02, is significantly greater. Respondents based on age, 27.28% of consumers aged <17 years; by 22.23% of consumers aged 17-22 years; by 33.34% of consumers aged 22 -28 years; and 14.15% of consumers aged >28 years. From this data, researchers can conclude that of the 96 respondents who bought BTS official merch, they came from the millennial generation because the percentage was dominated by the age group of 22-28 years.



Characteristics of respondents based on length of time being an ARMY by 26.04% of consumers with a length of being an ARMY < 1 year; 33.33% of consumers have been ARMY for 2-3 years; 17.71% of consumers have been ARMY for 4 – 5 years, and 22.92% of consumers have been ARMY > 5 years. From this data, researchers can conclude that of the 96 respondents who bought BTS official merch, dominated by consumers who have been ARMY for 2-3 years.

(Dewi & Indrawati, 2019:437,438) a fan who has high loyalty will definitely buy albums from their idols. They feel that buying and collecting albums from their idols should be done because they think that it is the obligation of a fan, it will bring profit in the form of income for the agency that houses the idol and indirectly this research states that idol agencies in Korea take advantage of and exploit the loyalty of fans in order to gain profit.

characteristics of respondents based on income per month by 43.75% of consumers with income per month < Rp. 1,000,000; 7.30% of consumers with a monthly income of Rp. 1,000,000 to Rp. 2,500,000; 18.75% of consumers with a monthly income of Rp. 2,500,000 to Rp.4,000,000; and 30.20% of consumers with monthly income > Rp. 4,000,000. Uniquely, in this study, fans with income < Rp. 1,000,000 are able to own official merch. his is in line with research conducted by (Yeni, 2016: 84) where most of the respondents said that they agreed to spend a certain budget to buy several things such as concert tickets, music albums, magazines, posters, and accessories related to Super Junior. they also often have unexpected expenses to buy accessories related to super junior. usually fans will save to buy merch that has a fairly high price.

#### 4.1. Test Measurement model or Outer model

The measurement model or outer model is used to show how each indicator block relates to its latent variable. evaluation of the measurement model through the MTMM (MultiTrait-MultiMethod) approach by testing the convergent validity, discriminant and discriminant reliability tests. This test is carried out in two ways, namely by looking at Cronbach's alpha and composite reliability. The data is declared to have passed the convergent validity test if the outer loading value is above 0.6 (Ghozali, I., & Latan, 2015:7).

The results of processing using SmartPLS can be seen the value of the outer model or the correlation between the construct and the variable has met convergent validity because it has a loading factor value of 0.60. Then it can be concluded that the constructs for all variables can be used to test the hypothesis.

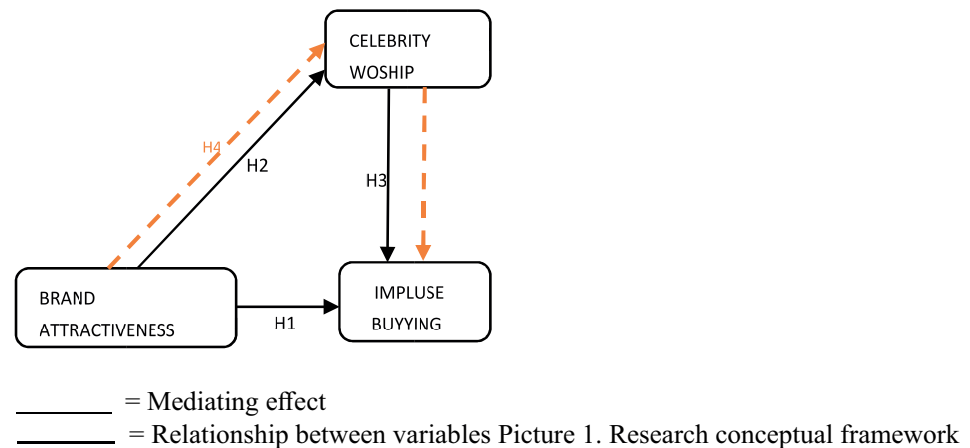


Figure 2: Results PLS-Loading factor .

The validity and reliability criteria can also be seen from the reliability value of a construct and the average variance extracted (AVE) value of each construct. A construct can be said to have high reliability if it has a value of 0.70 and the AVE is above 0.50. Based on the table, it can be concluded that all constructs meet the reliable criteria, this is indicated by the composite reliability values 0.70 and AVE 0.50 as recommended criteria.

Based on the table shows that there is a significant positive effect between the construct of brand attractiveness on celebrity worship with a coefficient value of 0.800 and significant at the 5% level. this is evidenced by the large t-statistical value for the construct of brand attractiveness to celebrity worship above 1.96, which is 20,758. so it can be concluded that H<sub>1</sub> is accepted.

Based on the table, it shows that there is a significant positive effect between the construct of brand attractiveness on impulse buying with a coefficient value of 0.985 and significant at the 5% level. this is evidenced by the large t-statistical value for the construct of brand attractiveness to impulse buying above 1.96, which is 279,713. so it can be concluded that H<sub>2</sub> is accepted.

Based on table 3, it shows that there is a significant positive effect between the celebrity worship construct on impulse buying with a coefficient value of 0.145 and significant at the 5% level. this is evidenced by the magnitude of the t-statistical value for the celebrity worship construct on impulse buying above 1.96, which is 3,602. so it can be concluded that H<sub>3</sub> is accepted.

Testing the mediating effect or indirect effect in this study was used to test the fourth hypothesis. This study uses the Sobel test or Sobel test calculator to determine the significance of the indirect effect between variables. if the tcount value of the mediating variable > t-table value ( t-table = 1.96 ) and the p-values < 0.05, then this indicates

TABLE 2: Variables, items, Outer loading, AVE, Composite reliability.

Variable	Item	Outer loading	AVE	CR
Brand Attractiveness	Attractive BTS has a very attractive appearance	0.882 0.811	0.667	0.923
	BTS has an interesting personality	0.795 0.782		
	Classy I like BTS' physical appearance	0.806 0.821		
	Beautiful I think BTS is a celebrity that modern teenagers like a lot today I think the achievements of BTS have inspired many people			
Impluse Buying	Elegant I think BTS songs relate to current life and inspire me to love myself more		0.663	0.946
	Spontaneous purchase I often buy BTS items	0.896 0.779		
	I spontaneously bought BTS merchandise or albums when they announced the album release	0.794 0.758		
	Purchase without thinking of consequences I bought BTS products without looking at the price I never think twice about buying BTS products	0.786 0.796		
	Rush purchase I buy merch or BTS album in a hurry because I'm afraid the item will be sold out	0.765 0.870		
	Emotionally influenced purchases I bought the product even though I didn't need it I tend to obsess over spending my money partially or completely on BTS products	0.868		
	I will make a purchase when BTS releases a product I think it's hard to resist the urge to not make a purchase when BTS is releasing a new merch or album			
Celebrity worship	Entertainment-social I think finding out everything related to BTS is fun I enjoy talking to people who also admire BTS	0.840 0.733	0.643	0.942
	Intense-personal-feeling I was looking for the latest news about BTS and it was fun	0.839 0.795		
	I enjoy watching, reading or hearing about BTS because it means a lot to me	0.812 0.756		
	Finding out about BTS's life story is something important and fun for me	0.820 0.832		
	Me and my friends like to discuss what BTS is doing I often find out what BTS likes and dislikes	0.783		
	Borderline-pathological One of the main reasons I like BTS is because what they do can make me forget about my problems for a while			
	I often fantasize about meeting BTS in person			

TABLE 3:

Tabel 3. Direct Effect Hypothesis Connection p-Values T statistik Results H1 Brand Attractiveness -> Celebrity Worship 0.039 20.758 Significant H2 Brand Attractiveness -> Impluse Buying 0.004 279.713 Significant H3 Celebrity Worship -> Impluse Buying 0.040 3.602 Significant
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a significant indirect effect of exogenous variables on endogenous variables through mediating variables. it can be seen that the results of the celebrity worship sobel test mediate brand

TABLE 4: Indirect Effect.

Hypothesis	Connection	Z-Values	P-Values	Description
H4	Celebrity Worship -> Brand Attractiveness -> Impulse Buying	3.569	0.03	Significant

attractiveness and impulse buying, this is evidenced by z-values of 3.569 and p-values of 0.03. The parameter used is if z-value > t-statistics (1.96) p-values < 0.05, it means that the indirect effect or the indirect effect of the independent variable on the dependent variable through the mediator is significant, thus the fourth hypothesis is accepted. Furthermore, to find out whether the celebrity worship variable is full mediation or partial mediation, it can be done by comparing the value of the beta coefficient on the direct effect of exogenous variables on endogenous variables with the coefficient on the indirect effect. Based on the test results, it is known that the coefficient of brand attractiveness on impulse buying (c) is 0.985. while the brand attractiveness coefficient on impulse buying (c'') fell to 0.869 but remained significant. then celebrity worship is stated as partial mediation or partial mediation on the effect on brand attractiveness and impulse buying. Furthermore, the indirect effect coefficient value is calculated by multiplying the coefficient a by b, so that a value of  $0.800 \times 0.145 = 0.116$  is obtained. kenny and baron (1986: 76.83), if the indirect effect coefficient value is smaller than the direct effect ( $0.116 < 0.869$ ) it is stated as partial mediation.

## 5. Discussion

In this study, the analysis results showed that four accepted hypotheses were verifiable namely, significant positive brand attractiveness for impulse buying, significant positive brand attractiveness for celebrity worship, significant positive celebrity worship for impulse buying, and celebrity worship mediating brand attractiveness and impulse buying.

## 6. H<sub>1</sub> Brand attractiveness Significant positive on impulse buying

Based on the results of data analysis, it can be concluded that the first hypothesis is accepted, this shows that the attractiveness of BTS, both in terms of physicality, talent, and ability, has a significant positive effect on ARMY's impulse buying. The ease of finding today's information makes it easier for someone to find out about the person

who is the brand attractiveness of a product, both from everyday life and even the personal life of the idol.

Ohanian, (1990:39,52) brand attractiveness is a claim made by a brand and affects consumer behavior. This refers to celebrity endorsements who must have credibility or a skill or attraction, this is evidenced by the current popularity of BTS, which is due to the ease of finding Information about BTS is very easy to do, even though BTS is a country wide artist or K-pop, many brands from Indonesia are able to collaborate for their products, one of which is Tokopedia and Mad For Makeup. The clarity of news about BTS is very easy to get, even we can interact directly with BTS through an application that has been created and developed by Hybe Labels, namely Weverse. Weverse is an application that sells all merchandise belonging to BTS or other artists under the auspices of Hybe Labels, by using an application that is easy and accompanied by

Indonesian language, it is very easy for fans to interact and make purchases of BTS merch.

In the Weverse application, fans can upload words and photos that can be directly commented on by BTS members, in addition to making purchases it is very easy to do with the payment method which is now very varied both with paypal, gopay, debit cards or credit cards and even we can make payments using genius. Thus, good communication is established between ARMY and BTS, using the same application as the idol BTS can increase interest in making continuous purchases or impulse buying.

## 7. H<sub>2</sub> Brand Attractiveness Significant positive on Celebrity worship

Based on the results of data analysis, it can be concluded that the second hypothesis is accepted, this indicates that the brand attractiveness of BTS in terms of physical, talent, and ability has a significant positive effect on celebrity worship.

The attractiveness of BTS increases their curiosity to find more information. In one of Steve's studies (2019: 98,105) conducted on fans of Elvis Presley, it was found that fans will form a strong identification with the celebrity so that it affects the lifestyle and values that exist in him which can be positive or negative. Identification becomes one of the important aspects to be the reason why their favorite celebrity becomes someone very important in their life. this also happened to BTS where a little attraction could trigger the emergence of more curiosity to find idol information.

In research conducted by Ang & Chan, (2018: 139, 148) states there are three main factors that cause someone to become a celebrity worship, especially among teenagers,

namely because of the expertise possessed by idols, for example the idol has a beautiful voice, is good at playing musical instruments. or good at certain sports, as well as idol personalities who show positive attitudes and traits, and are influenced by peers. In this study, it is explained that attractiveness has an important role that causes someone to become a celebrity worship, from attraction someone will find out more about their idol.

### 8. H<sub>3</sub> Celebrity worship Significant positive on Impulse Buying

Based on the results of data analysis, it can be concluded that the third hypothesis is accepted, this indicates that celebrity worship or the relationship between fans and idols has a positive effect on impulse buying.

Most of the respondents in this study were the millennial generation with an age range of 22 - 28 years and with an income of Rp. 2,500,000 to > Rp. 4,000,000. This is supported by research conducted by Boon & Lomore, (2001:432.465) the study showed that 75% of individuals in early adulthood tend to have a very strong interest in celebrities in their lives such as pop idols, movie stars and so on. This is also supported by research by Annisa Kusuma Widjaja (2015: 21,28) which states that early adulthood is a time when a person begins to worship his idol. This is related to the age and length of being an ARMY where in this study based on the length of time being an ARMY dominated by fans who have been ARMY for 2-3 years with 32 respondents and a percentage of 33.33%. uniquely in this study many respondents with income < Rp. 1,000,000 can buy BTS merch. The researcher conducted an interview with an ARMY who was in the city of Pasuruan, RA, who was 17 years old. "To buy an album or merch, I usually save long before the announcement that BTS will comeback because of my position as a student, so I only get pocket money. I continue to set aside every month to save at one of the sellers I know and later pay it off when the goods are already in Indonesia, right, shipping from Korea to Indonesia takes quite a long time, so while saving while paying in installments, I also wait for the goods to arrive in Indonesia." for fans to buy merch at a price of less than Rp. 500,000 and a comeback might be quite an easy thing, especially since there are many sellers who open savings for BTS's comeback so that it can make it easier for fans with incomes < 1,000,000 to get albums. not only albums, there are still many BTS merch priced at low prices and BTS merch in collaboration with well-known brands, for example, BTS x Chatime drinks with BT21 packaging are priced at only Rp. 32,000, BTS x Hot Brew with photo packaging of BTS members at a price of Rp. 47,000 , BTS x Downy with BT21 packaging is priced at Rp.

17,000 and many more BTS merch at affordable prices and can be found at the nearest minimarket.

For example BTS x Mcd which will be released on June 9, 2021 at 11.00 WIB. The product immediately sold out and even Mcd closed accepting orders either through the application or directly to the outlet, this was due to the high interest of ARMY who spontaneously and rushed to buy the product because not only the price was cheap, namely Rp. 45,555, but this collaboration is only available in several countries, one of them is Indonesia. The researcher interviewed ARMY in East Java about BTS's collaboration with the product, YN is 22 years old. Of course you have to buy it, while the price is cheap too. Rarely do we get official collaboration products at pocket-friendly prices. My friends and I are very happy when there are products with such cheap prices, even if I have to go to the store or go around the mini market to look for products." From the interview, it can be seen that fans will flock to products that collaborate or collaborate with the idol because the price is cheap, can be purchased directly and can be purchased by anyone without draining the pocket. The chattime collaboration at the end of June 2022 which is priced at Rp. 32,000, the product also sells out in a matter of minutes after being traded.

Not only buying merch, fans usually also carry out various activities that aim to support their idols, such as fundraising activities for the needy, natural disasters, as well as activities such as BTS content shows. these activities require material or nonmaterial, both in terms of energy, time, and funds to support their idols, not only in the form of activities, fans also make purchases, purchases made by fans of BTS merch even concert tickets are no exception to the products used and products that make idol as a brand ambassador. this is so that fans can get closer to their idols, so they will continue to try to buy anything related to their idols, so this is what is known as celebrity worship behavior (Wayan et al., 2020:1,6).

## 9. H<sub>4</sub> Celebrity Worship mediate Brand Attractiveness and Impluse Buying

The results of the hypothesis based on the results of data analysis can be concluded that the hypothesis is accepted, the hypothesis has succeeded in proving the effect of brand attractiveness on impulse buying by involving celebrity worship as a partial mediating variable. Therefore, it can be said that celebrity worship bridges the influence of brand attractiveness on impulse buying. In this context, celebrity worship is divided into three aspects, namely the entertainmentsocial aspect, which is the lowest aspect, namely the

attitude and behavior of a fan who is interested in his favorite celebrity because of the celebrity's ability to entertain, attract fans' attention and become the center of social focus. , then the intensepersonal-feeling aspect is an aspect at a moderate level where this aspect describes the attitude of a fan who has intensive and compulsive feelings and has an obsessive nature towards their favorite celebrity. In this aspect, fans have high empathy which causes fans to feel they have a strong personal relationship with the idol, and the highest level aspect, namely the borderline pathological aspect, is an aspect at the most extreme level where fans have uncontrollable behavior and begin to develop fantasies. to his idol. This celebrity worship is able to attract a consumer to make an impulsive purchase. Consumers who are interested in the attractiveness or brand attractiveness of an idol and feel close to the idol and have an attachment and relationship with the idol or can be called celebrity worship will be able to trigger impulse buying behavior, this is in line with the research of Yen & Croy, (2016). :13,14) "Celebrity worship has a positive relationship with destination image. Therefore, celebrity worship or celebrity worship mediates the relationship between celebrity involvement and destination image.

## 10. Conclusion

From the data analysis conducted on the research on "The Role of Brand Attractiveness on Impulse Buying with Celebrity Worship as a mediating variable on purchasing BTS official merch in East Java" the following conclusions can be drawn:

1. The results of this study indicate that the Brand Attractiveness variable is significantly positive on Celebrity Worship with a coefficient value of 0.800 and significant at the 5% level. this is evidenced by the magnitude of the T statistic for the Brand Attractiveness construct of Celebrity Worship above 1.96, which is 20,758. so it can be concluded that  $H_1$  is accepted.
2. The results of this study indicate that the Brand Attractiveness variable is significant positive for Impulse Buying with a coefficient value of 0.985 and significant at the 5% level. this is evidenced by the magnitude of the T statistic for the Brand Attractiveness construct towards Impulse Buying above 1.96, which is 279,713. it can be concluded that the Brand Attractiveness or the attractiveness of a celebrity can trigger the emergence of Impulse Buying behavior.



3. The results of this study indicate that the variable Celebrity Worship on Impulse Buying with a coefficient value of 0.145 and significant at 5% level. this is evidenced by the magnitude of the T statistic for the Brand Attractiveness construct of Celebrity Worship above 1.96, which is 3,602. it can be concluded that idol worship or Celebrity Worship can also trigger the emergence of impulse buying behavior.
4. The results of this study indicate that the Brand Attractiveness variable has a significant positive effect on Impulse Buying through Celebrity Worship, this is evidenced by the z-values of 3.569 and p-values of 0.03. the parameter used is if  $Z\text{-value} > t\text{-statistics} (1.96)$   $p\text{values} < 0.05$ , it means that the indirect effect or indirect effect of the independent variable on the dependent variable through a mediator is significant.
5. The results of this study indicate that Celebrity Worship is stated as partial mediation on the effect on Brand Attractiveness and Impulse Buying. This is proven in the Direct Effect Model and the Indirect Effect Model, it can be seen that the Brand Attractiveness coefficient on Impulse Buying (c) is 0.985. while the Brand Attractiveness coefficient on Impulse Buying (c") fell to 0.869 but remained significant. So Celebrity Worship is declared as partial mediation or partial mediation on the influence on Brand Attractiveness and Impulse Buying. Furthermore, the indirect effect coefficient value is calculated by multiplying the coefficient a by b, so that a value of  $0.800 \times 0.145 = 0.116$  is obtained.

## 11. Limitations

Although this study shows significant results on all hypotheses, there are some limitations that can provide opportunities for future research. This study reveals the role of brand attractiveness on impulse buying with celebrity worship as a mediating variable in purchasing BTS official merch in East Java. It is recommended for further researchers to examine variables that have not been included in the model such as attitude toward brand, purchase intention, brand awareness, brand image, because in this study there are still variables that can affect impulse buying and add research samples in order to get better results accurate. In addition, the respondents in this study were limited to local consumers who live in East Java. there is a need for further research related to brand attractiveness in impulse buying with celebrity worship as a mediating variable from the point of view of foreign consumers so that they can find other views about brand attractiveness towards impulse buying with celebrity worship as a mediating variable.

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