

## **ABSTRAK**

ROSINDA PUTRI NUGRAHENI 201911003. Pengaruh Konformitas dan *Impulsive Buying* Terhadap Minat Beli Album BTS. Di bawah bimbingan Ibu Euis Widiati, SE, MM.

*Korean Pop* merupakan salah satu akibat meningkatnya gelombang Korea di Indonesia dan memiliki banyak penggemar terutama generasi remaja. Kelompok penggemar tersebut menyebabkan munculnya kegemaran mengoleksi *merchandise* idolanya dengan dibuktikan terus meningkatnya tingkat penjualan album fisik salah satu *boy group* ternama BTS. Tujuan penelitian ini untuk membuktikan adanya pengaruh konformitas dan *impulsive buying* terhadap minat beli album *boy group* BTS. Jenis penelitian ini adalah kuantitatif. Cara pengukuran setiap variabel menggunakan skala likert. Populasi penelitian ini adalah penggemar BTS yang tergabung dalam grup jual beli *merchandise* GO Serendipity. Pengolahan data menggunakan SPSS, dengan menggunakan teknik deskriptif dan pengujian hipotesis analisis linear berganda. Hasil penelitian ini menunjukkan adanya pengaruh konformitas dan *impulsive buying* terhadap minat beli album BTS.

Kata kunci: remaja, konformitas, *impulsive buying*, konsumen. vi

## **ABSTRACT**

*ROSINDA PUTRI NUGRAHENI,2019110003. The influence of Conformity and Impulsive Buying on Interest in Buying BTS Albums.Under the guidance of Mrs.Euis Widiati, SE, MM.*

*Korean Pop is ones the results of the increasing Korean wave in Indonesia and has many fans,especially the younger generation. This fan group led to the emergence of a penchant for collecting idol merchandise as evidenced by the continued increase in the level physical album sales of one of the wellknown boy groups BTS. The purpose of this study was to prove the influence of conformity and impulsive buying on buying interest in boy group BTS albums. This type of research is quantitative. How to Measure each variable using a likert scale. The populstion of this study were BTS fans who are members of the GO Serendipity merchandise buying and selling group. Data processing used SPSS, using descriptive techniques and testing the hypothesis of multiple linear analysis. The results of the study indicate the influence of conformity and impulsive buying on interested in buying BTS albums.*

*Keywords: teenagers, conformity, impulsive buying, consumers.*

**PENGARUH KONFORMITAS DAN *IMPULSIVE BUYING* TERHADAP MINAT BELI ALBUM BTS**