

ABSTRAK

Anggelina, Coriani. 2025. Hubungan *Celebrity Worship* dan *Compulsive Buying* Pada Remaja Penggemar ENHYPEN. *Skripsi*. Yogyakarta: Psikologi, Universitas Sanata Dharma.

Penelitian ini bertujuan untuk mengetahui hubungan antara *celebrity worship* dan *compulsive buying* pada remaja penggemar *boygroup* ENHYPEN. Hipotesis nol (H₀) dalam penelitian ini adalah tidak ada hubungan positif antara *celebrity worship* dan *compulsive buying* pada remaja penggemar ENHYPEN. Hipotesis alternatif (H₁) dalam penelitian ini adalah terdapat hubungan positif antara *celebrity worship* dan *compulsive buying* pada remaja penggemar ENHYPEN. Penelitian ini menggunakan pendekatan kuantitatif korelasional dengan teknik pengambilan sampel *non probability sampling*. Responden penelitian berjumlah 222 remaja penggemar ENHYPEN dengan usia 13 - 19 tahun. Dua variabel penelitian ini diukur dengan metode skala, yaitu skala *Celebrity Attitude Scale* (CAS) ($\alpha = 0,884$) dan skala *The Modified Compulsive Buying Scale* ($\alpha = 0,786$) yang disebarkan melalui media sosial seperti X (Twitter), Instagram, WhatsApp, dan Line. Hasil uji korelasi *Spearman's Rho* menunjukkan adanya nilai korelasi positif dan signifikan sebesar 0,482 dengan signifikansi 0,000. Berdasarkan hasil tersebut, terdapat hubungan yang positif dan signifikan antara *celebrity worship* dengan *compulsive buying* pada remaja penggemar ENHYPEN.

Kata kunci: *celebrity worship*, *compulsive buying*, remaja penggemar ENHYPEN.

ABSTRACT

Anggelina, Coriani. 2025. Correlation Between Celebrity Worship and Compulsive Buying Among Adolescent Fans of ENHYPEN. *Thesis*. Yogyakarta: Psychology, Faculty of Psychology, Sanata Dharma University.

This research aims to examine the correlation between celebrity worship and compulsive buying among adolescent fans of boygroup ENHYPEN. The null hypothesis (H0) states that there is no positive correlation between celebrity worship and compulsive buying among adolescent fans of ENHYPEN. The alternative hypothesis (H1) suggests a positive correlation between celebrity worship and compulsive buying among adolescent fans of ENHYPEN. This study utilizes non-probability sampling techniques and involves 222 adolescent fans of ENHYPEN aged 13-19. The Celebrity Attitude Scale (CAS), with a reliability coefficient of 0.884, and The Modified Compulsive Buying Scale, with a reliability coefficient of 0.786, were used to measure the research variables. These scales were distributed via social media platforms such as X (Twitter), Instagram, WhatsApp, and Line. The Spearman's Rho correlation test resulted in a significant positive correlation value of 0.482, with a significance level of 0.000. These findings indicate a positive and significant relationship between celebrity worship and compulsive buying among adolescent fans of ENHYPEN.

Keywords: *celebrity worship, compulsive buying, adolescent fans of ENHYPEN*