

ABSTRAK

Nur Suchaina Wahyu Putri. 19054110004. Pengaruh Konformitas Terhadap Keputusan Pembelian *Merchandise Official* BTS Pada Perempuan Dewasa Awal. Program Studi Psikologi, Fakultas Ilmu Sosial Dan Ilmu Budaya, Universitas Trunodjoyo Madura. 2026.

Pengambilan keputusan pembelian *merchandise official* BTS terjadi karena adanya pengaruh teman di komunitas penggemar, seperti memperkenalkan perilaku, gaya hidup baru, dan menciptakan tekanan kenyamanan pada anggota komunitas dalam proses pemilihan *merchandise official*. Sehingga, karena adanya pengaruh dan interaksi antar sesama anggota komunitas tersebut dapat memunculkan konformitas. Karena konformitas akan berkembang saat seseorang berinteraksi dengan lingkungan sosial dan konformitas dilakukan agar dapat diterima kelompok, untuk membentuk identitas kelompok agar mudah dikenal dan bisa dipertahankan di lingkungan masyarakat. Penelitian ini bertujuan untuk mengetahui pengaruh konformitas terhadap keputusan *merchandise official* BTS pada perempuan dewasa awal. Penelitian menggunakan metode kuantitatif. Subjek penelitian ini berjumlah 350 *fangirl* ARMY dengan menggunakan teknik *purposive sampling*. Instrumen penelitian ini menggunakan adaptasi skala konformitas dengan reliabilitas 0,913 dan skala keputusan pembelian dengan reliabilitas 0,927. Berdasarkan koefisien regresi konformitas terhadap keputusan pembelian sebesar 0,664. Koefisien bernilai positif memiliki arti terjadi hubungan positif antara konformitas dengan keputusan pembelian. Semakin tinggi tingkat konformitas, maka semakin tinggi keputusan pembelian *merchandise official* BTS pada perempuan dewasa awal. Begitupun sebaliknya, semakin rendah tingkat konformitas, maka semakin rendah pula keputusan pembelian. Besaran kontribusi konformitas terhadap keputusan pembelian sebesar 30,4%, sedangkan 69,6% sisanya dipengaruhi oleh faktor lain seperti kontrol diri, pembelian impulsif.

Kata kunci : konformitas, keputusan pembelian, *merchandise official*, *fangirl* BTS ARMY

ABSTRACT

Nur Suchaina Wahyu Putri. 190541100049. The Influence Of Conformity On The Decision To Purchase Official BTS Merchandise In Young Adult Women. Psychology Study Program. Faculty Of Social Sciences And Cultural Sciences. Trunodjoyo University, Madura. 2026.

The decision to purchase official BTS merchandise occurs due to the influence of friends in the fan community, such as introducing new behaviors and lifestyles, and creating comfort pressure on community members in the process of selecting official merchandise. Therefore, the influence and interaction between community members can give rise to conformity. This is because conformity will develop when someone interacts with the social environment, and conformity is carried out to be accepted by the group, to form a group identity that is easily recognized and can be maintained within the community. This study aims to determine the influence of conformity on the decision to purchase official BTS merchandise among young adult women. The study employed quantitative methods. The subjects were 350 ARMY fangirls, using a purposive sampling technique. The research instrument used an adaptation of the conformity scale with a reliability of 0.913 and a purchasing decision scale with a reliability of 0.927. Based on the regression coefficient of conformity on purchasing decisions, it is 0.664. A positive coefficient indicates a positive relationship between conformity and purchasing decisions. The higher the level of conformity, the higher the purchase decision for official BTS merchandise among young adult women. Conversely, the lower the level of conformity, the lower the purchase decision. The contribution of conformity to purchasing decisions is 30.4%, while the remaining 69.6% is influenced by other factors such as self-control and impulsive buying.

Keyword: conformity, purchasing decisions, official merchandise, BTS ARMY fangirls