

ABSTRAK

Alfamelia Annesya Qilbi Sophia Suyitno. 180541100058. Pengaruh Konformitas Terhadap Perilaku Konsumtif Pada Remaja Penggemar KPop (BTS) di Surabaya. Skripsi. Program Studi Psikologi, Fakultas Ilmu Trunojoyo Madura, 2024.

Popularitas Gelombang Korea (*Korean Wave*) atau yang sering dikenal dengan *Hallyu* awalnya hanya berkembang di negara Asia Timur lalu menjadi populer di seluruh dunia termasuk di Indonesia. Penggemar budaya *Korean Pop* atau disingkat KPop di Indonesia sangat banyak yang dibuktikan dengan diselenggarakannya banyak konser dari artis KPop di Indonesia secara berulang-ulang. Agar dapat hadir di acara tersebut, para penggemar KPop rela merogoh kocek yang terbilang tidak murah namun tiket konser selalu habis terjual. Sehingga menimbulkan perilaku konsumtif yang berlebihan. Apalagi remaja dalam pencarian jati diri seringkali berpendapat bahwa ia harus terlihat sama dengan kelompoknya. Penelitian ini bertujuan untuk mengetahui pengaruh konformitas terhadap perilaku konsumtif pada remaja penggemar KPop (BTS) di Surabaya. Penelitian ini menggunakan pendekatan kuantitatif korelasional menggunakan teknik sampel *non probability sampling-purposive sampling*. dengan responden sebanyak 133 responden. Penelitian ini menggunakan instrumen penelitian yakni skala konformitas dengan reliabilitas 0,812 dan skala perilaku konsumtif dengan reliabilitas 0,860. Hasil penelitian menunjukkan nilai F yakni 254.751 dengan signifikansi sebesar 0,000. Jika nilai signifikansi yang didapat kurang dari 0,05 maka hipotesis diterima karena 0,000 kurang dari 0,05 ($0,000 < 0,05$). Sehingga, dapat diartikan jika terdapat pengaruh konformitas terhadap perilaku konsumtif. Semakin tinggi konformitas maka semakin tinggi perilaku konsumtif. Berdasarkan koefisien determinasi (*R Square*) diperoleh nilai 0,660 atau sebesar 66% yang dapat diartikan bahwa variabel konformitas memberikan kontribusi pengaruh terhadap variabel perilaku konsumtif sebesar 66% dan untuk sisanya 34% dipengaruhi oleh faktor-faktor lain.

Kata Kunci : Konformitas, Perilaku Konsumtif, Penggemar KPop

ABSTRACT

Alfamelia Annesya Qilbi Sophia Suyitno, 180541100058. The Effect of Conformity on Consumer Behavior among Adolescent K-Pop (BTS) Fans in Surabaya. Thesis. Psychology Study Program, Faculty of Social and Cultural Sciences, Trunojo University, Madura. 2024.

The popularity of the Korean Wave or often known as Hallyu initially only developed in East Asian countries and then became popular throughout the world including in Indonesia. Fans of Korean Pop culture or abbreviated as KPop in Indonesia are very many as evidenced by the holding of many concerts from KPop artists in Indonesia repeatedly. In order to be present at the event, KPop fans are willing to spend money that is not cheap but concert tickets are always sold out. So that it causes excessive consumptive behavior. Moreover, teenagers in search of identity often think that they must look the same as their group. This study aims to determine the effect of conformity on consumptive behavior in teenage KPop fans (BTS) in Surabaya. This study uses a correlational quantitative approach using a non-probability sampling technique-purposive sampling. with 133 respondents. This study uses research instruments, namely the conformity scale with a reliability of 0.812 and the consumptive behavior scale with a reliability of 0.860. The results showed an F value of 254,751 with a significance of 0.000. If the significance value obtained is less than 0.05, the hypothesis is accepted because 0.000 is less than 0.05 ($0.000 < 0.05$). So, it can be interpreted if there is an influence of conformity on consumptive behavior. The higher the conformity, the higher the consumptive behavior. Based on the coefficient of determination (R Square), a value of 0.660 or 66% is obtained, which means that the conformity variable contributes to the influence on the consumptive behavior variable by 66% and the remaining 34% is influenced by other factors.

Keywords: Conformity, Consumer Behavior, K-Pop Fans