

HUBUNGAN SIKAP, NORMA SUBJEKTIF, DAN KONTROL PERILAKU YANG DIRASAKAN TERHADAP INTENSI MEMBELI MERCHANDISE KOREA

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INTISARI

Penelitian ini bertujuan untuk mengetahui adanya hubungan sikap, norma subjektif, dan kontrol perilaku yang dirasakan terhadap intensi membeli *merchandise* Korea, dengan dimoderasi oleh *celebrity adoration*. Penelitian ini melibatkan 102 fans Korea di Indonesia. Alat ukur yang digunakan berupa skala *celebrity adoration* merupakan adaptasi dari Chio, Huang, dan Chuang (2005). Kemudian skala sikap, norma subjektif, kontrol perilaku yang dirasakan, dan intensi membeli *merchandise* Korea, berdasarkan dari Azjen (2002). Penelitian ini memiliki empat hipotesis. Pertama adanya hubungan sikap, norma subjektif, dan kontrol perilaku yang dirasakan terhadap intensi membeli *merchandise* Korea. Kedua hubungan sikap terhadap intensi membeli *merchandise* Korea lebih kuat pada fans BTS dibandingkan non fans BTS. Ketiga hubungan norma subjektif terhadap intensi membeli *merchandise* Korea lebih kuat pada nonfans BTS dibandingkan fans BTS. Keempat hubungan kontrol perilaku yang dirasakan terhadap intensi membeli *merchandise* Korea lebih kuat pada fans BTS dibandingkan non fans BTS. Analisa data yang dilakukan menggunakan teknik regresi. Hasil uji regresi menunjukkan bahwa hipotesis pertama diterima ($F=32.329$ $p=0.00$). Akan tetapi, hipotesis kedua, ketiga, dan keempat tidak terbukti dikarenakan memiliki nilai $\text{sig} > 0.05$. Hal ini menjelaskan bahwa *celebrity adoration* tidak terbukti sebagai variabel yang memoderatori hubungan sikap, norma subjektif, dan kontrol perilaku yang dirasakan terhadap intensi membeli *merchandise* Korea.

Key words : intensi membeli *merchandise* Korea, sikap, norma subjektif, kontrol yang dirasakan, *celebrity adoration*

CORRELATION BETWEEN ATTITUDE, SUBJECTIVE NORMS, PERCEIVED BEHAVIORAL CONTROL TOWARD INTENTION TO BUY KOREA MERCHANDISE

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ABSTRACT

This research purposed to examine correlation between attitude, subjective norm, and perceived behavioral control toward intention to buy Korea merchandise, by using moderating effect of celebrity adoration. Participants of this research are 102 Korea Fans in Indonesia. In order to measure correlation between those variables, this research adapt celebrity adoration scale from Chiou, Huang, and Chuang (2005) and attitude, subjective norm, perceived behavioral control, intention to buy Korea merchandise from Azjen (2002). There are four hypothesizes, first there is correlation between attitude, subjective norm, perceived behavioral control toward intention to buy Korea merchandise. Second correlation between attitude toward intention to buy Korea merchandise is stronger in BTS Fans than non BTS Fans. Third correlation between subjective norm toward intention to buy Korea merchandise is stronger in non BTS fans than BTS fans. Fourth correlation between perceived behavioral control toward intention to buy Korea merchandise is stronger in BTS fans than non BTS fans. This research used regression method to analyze data. The result of analyzing showed that the first hypothesize was proved by having score $F=32.329$ and $p=0.00$. Meanwhile the second, third, and fourth hypothesizes were not proved cause have significance score > 0.05 . This result explained that *celebrity adoration* wasn't proved to be moderator of correlation between attitude, subjective norm, perceived behavioral control toward intention to buy korea merchandise.

Key words : attitude, subjective norm, perceived behavioral control, intention to buy Korea merchandise, celebrity adoration