

PERILAKU *COMPULSIVE BUYING* NCTZEN INDONESIA PADA PEMBELIAN LEMONILO YANG MENGGUNAKAN BRAND *AMBASSADOR* NCT DREAM

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ABSTRAK

Januari 2022, NCT DREAM menjadi salah satu brand ambassador pada produk mie instan yang ada di Indonesia, yaitu Lemonilo. Kerja samanya NCT DREAM dengan Lemonilo, akhirnya memunculkan inovasi baru berupa penambahan photocard member NCT DREAM dan kartu fit kesehatan pada setiap kemasan mie instan Lemonilo. Penambahan photocard ini bersifat acak, sehingga jika para penggemar NCT DREAM atau yang biasa disebut NCTzen ingin mendapatkan photocard member NCT DREAM mereka harus membeli berulang kali produk Lemonilo hingga bisa mendapatkan photocard yang di inginkan. NCT DREAM selaku brand ambassador Lemonilo tanpa disadari memunculkan perubahan perilaku dari para penggemarnya yaitu compulsive buying. Compulsive buying merupakan perilaku berbelanja yang di lakukan secara berulang-ulang. Penelitian ini bertujuan untuk mengetahui perilaku compulsive buying NCTzen Indonesia pada pembelian Lemonilo yang menggunakan brand ambassador NCT DREAM. Metode penelitian ini menggunakan metode kuantitatif deskriptif, dengan jumlah subjek sebanyak 52 NCTzen dan rentang usia 15 hingga 25 tahun. Teknik pengambilan sampel dalam penelitian ini menggunakan Purposive Sampling. Data penelitian ini dikumpulkan dengan menggunakan skala likert compulsive buying dari teori Edward (1993). Hasil Penelitian menunjukkan bahwa tingkat signifikansi $0.000 < 0.05$, sehingga H_0 ditolak dan H_a diterima. Hasil penelitian juga menunjukkan terdapat perilaku compulsive buying pada NCTzen Indonesia sebesar 46.2% NCTzen berada pada kategori tinggi.

Kata kunci: Compulsive Buying, Lemonilo, NCTzen Indonesia

COMPULSIVE BUYING BEHAVIOR OF NCTZEN INDONESIA IN PURCHASE OF LEMONILO USING THE NCT DREAM BRAND AMBASSADOR

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ABSTRACT

January 2022, NCT DREAM became one of the brand ambassadors for instant noodle products in Indonesia, namely Lemonilo. The collaboration between NCT DREAM and Lemonilo finally led to a new innovation in the form of adding NCT DREAM member photo cards and health fit cards to each package of Lemonilo instant noodles. The addition of this photocard is random, so if NCT DREAM fans or commonly called NCTzens want to get a photocard for an NCT DREAM member, they have to buy Lemonilo products repeatedly until they can get the photocard they want. NCT DREAM as Lemonilo's brand ambassador unknowingly brought about a change in the behavior of their fans which is called compulsive buying. Compulsive buying is a shopping behavior that is done repeatedly. This study aims to determine the compulsive buying behavior of NCTzen Indonesia in purchasing Lemonilo using the NCT DREAM brand ambassador. This research method uses a descriptive quantitative method, with a total of 52 NCTzen subjects and an age range of 15 to 25 years. The sampling technique in this study used purposive sampling. The research data was collected using the Likert compulsive buying scale from Edward's theory (1993). The results showed that the significance level was $0.000 < 0.05$, so that H_0 was rejected and H_a was accepted. The results of the study also show that there is compulsive buying behavior in Indonesian NCTzens of 46.2% NCTzens are in the high category.

Keywords: *Compulsive Buying, Lemonilo, NCTzen Indonesia*