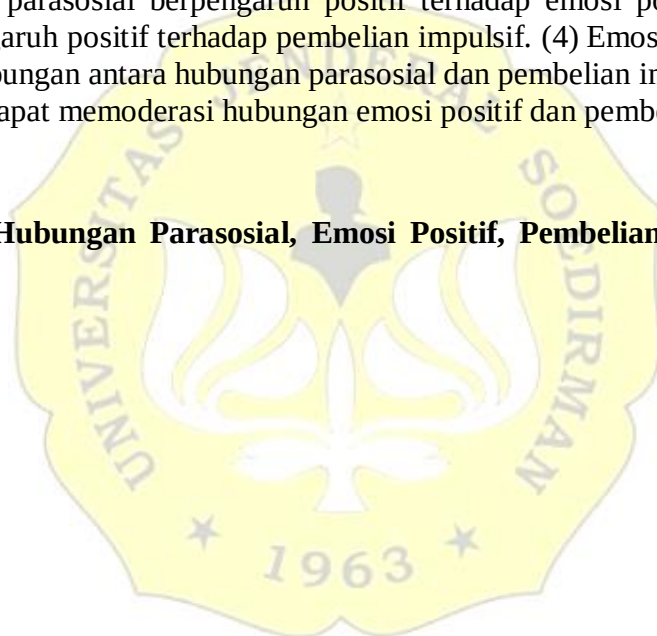


RINGKASAN

Penelitian ini adalah survei pada penggemar BTS yang ada di seluruh Indonesia dan yang sudah merasakan melakukan pembelian *merchandise* BTS di aplikasi *weverse shop*. Penelitian ini menggunakan judul : “Pengaruh Hubungan Parasosial terhadap Pembelian Impulsif Melalui Emosi positif yang Dimoderasi oleh *Self Control*”. Populasi pada penelitian ini adalah ARMY atau penggemar BTS di Indonesia yang telah mengetahui *weverse shop* dan pernah melakukan pembelian *merchandise* BTS di aplikasi *weverse shop*. Penelitian ini menggunakan metode *purposive sampling* dan sampel yang digunakan dalam penelitian ini sebanyak 178 responden.

Berdasarkan hasil penelitian dan data analisis menggunakan SEM (*Structural Equation Modelling*) berbasis PLS (*Partical Least Square*) menunjukkan bahwa: (1) Hubungan parasosial berpengaruh positif terhadap pembelian impulsif. (2) Hubungan parasosial berpengaruh positif terhadap emosi positif. (3) emosi positif berpengaruh positif terhadap pembelian impulsif. (4) Emosi positif terbukti memediasi hubungan antara hubungan parasosial dan pembelian impulsif. (5) *Self-control* tidak dapat memoderasi hubungan emosi positif dan pembelian impulsif.

Kata kunci: Hubungan Parasosial, Emosi Positif, Pembelian Impulsif, *Self Control*



SUMMARY

This study surveyed BTS fans throughout Indonesia who had purchased BTS merchandise on the Weverse Shop app. The title of the study was "The Influence of Parasocial Relationships on Impulsive Buying Through Positive Emotions Moderated by Self-Control." The population was ARMY, or BTS fans in Indonesia who were familiar with Weverse Shop and had purchased BTS merchandise on the app. The study used a purposive sampling method, with a sample size of 178 respondents.

The results of the study and data analysis using SEM (Structural Equation Modeling) based on PLS (Partial Least Squares) showed that: (1) Parasocial relationships have a positive effect on impulsive buying. (2) Parasocial relationships have a positive effect on positive emotions. (3) Positive emotions have a positive effect on impulsive buying. (4) Positive emotions have been shown to mediate the relationship between parasocial relationships and impulsive buying. (5) Self-control did not moderate the relationship between positive emotions and impulsive buying.

Keywords: Parasocial Relationships, Positive Emotions, Impulsive Buying, Self Control

