

ABSTRACT

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**The Role of Self-Control in The Consumptive Behavior of K-Pop Fans in early adulthood;
Meike Kurniawati, S, Psi., M.M. & Erik Wijaya, M.Si.; Program Studi S-1 Psikologi,
Universitas Tarumanagara, (i-x; 57 Pages; R1-R5; Appdx 1-47)**

In this era of globalization, one of the entertainment industries from overseas that come into Indonesia is Korean Wave. The most favorable type of Korean Wave is K-Pop. This study aims to determine the role of self-control in the consumptive behavior of K-Pop fans in early adulthood. The study was conducted on 401 respondents by using purposive sampling and snowball sampling. The criterias for the respondents are: K-Pop fans, aged 20 to 30 years old. The results showed that there is a significant negative relationship between self-control and the consumptive behavior shown by K-Pop fans in early adulthood. This data shows that the value of self-control is $R^2 = 0.030$. This shows that self-control affects consumptive behavior by 3%. Furthermore, based on the regression analysis, the values $F = 12.548$ and $p = 0.000 < 0.05$ can be observed. This could be interpreted as self-control having a significant negative relationship with consumptive behavior.

Keywords: Self-control, consumptive behavior, K-Pop fans in early adulthood.