

# The Relationship of Celebrity Worship and Self Control with Subjective Well Being in NCTZen Application Users X

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## ABSTRACT

**Objective:** This study investigates the relationship between celebrity worship and self-control with subjective well-being among members of the NCTZen X community, a fan group dedicated to the K-Pop group NCT. **Method:** Employing a quantitative correlational approach, data were collected from 177 respondents in Sidoarjo using accidental sampling. Participants completed an online questionnaire comprising the Celebrity Attitude Scale (CAS), the Perceived Control Scale (PCS), and two subjective well-being instruments: the Satisfaction With Life Scale (SWLS) and the Scale of Positive and Negative Experience (SPANE). **Results:** The analysis revealed a significant relationship between celebrity worship and self-control with subjective well-being ( $R = 0.738$ ;  $p < 0.05$ ). Celebrity worship exhibited a negative correlation with subjective well-being ( $r = -0.563$ ), while self-control demonstrated a positive correlation ( $r = 0.662$ ). These findings indicate that excessive idolization is associated with reduced psychological well-being, whereas higher self-control correlates with improved well-being. **Novelty:** This study contributes to the limited literature by simultaneously examining the dual influence of celebrity worship and self-control on subjective well-being within a specific K-Pop fan community, highlighting the psychological dynamics of fandom engagement.

## INTRODUCTION

Basically, every individual has the freedom to judge for themselves the things that can provide happiness and satisfaction in their lives. For example, happiness can be felt when someone achieves their personal goals, such as completing their education, achieving a promotion at work, or pursuing a favorite hobby [1]. In addition, happiness also arises from harmonious social relationships, such as having a supportive family or meaningful friendships [2]. Life satisfaction can also come from simple things, enjoying a cup of coffee in the morning, reading a favorite book and watching a favorite movie [2]. Every individual, including fans, will do many things to get satisfaction and happiness in their lives, for example by attending idol concerts or collecting their favorite works. These assessments, which are based on each individual's experiences and priorities, are known as subjective well being. Research related to subjective well being is important because of its impact on the quality of human life. High subjective well being has various positive impacts, such as improving mental health, strengthening the immune system, and enhancing productivity and social relationships. However, if the level of subjective well being is low, individuals are at risk of experiencing psychological disorders, such as depression, chronic stress, or dissatisfaction in daily life [3].

Subjective well being is an individual's assessment of his or her life as a whole, which includes affective aspects as well as cognitive aspects. Subjective well being reflects

the level of happiness a person feels, where individuals feel positive emotions towards their lives based on emotional evaluations such as mood and feelings, and feel satisfied with their life achievements. In particular, this includes an assessment of life satisfaction that comes from individual cognitive processes [4]. Based on what has been stated by Diener [5], subjective well being has three main elements: positive affect, negative affect, and life satisfaction. Positive and negative affect are included in the affective aspect, affective evaluation is an individual's reaction to events that occur in life. Positive affect is an aspect that assesses the positive feelings felt by individuals. For negative affect is an aspect of assessing negative feelings felt by individuals [6]. Meanwhile, life satisfaction is an aspect that represents the cognitive aspects of individuals. Cognitive evaluation is an individual's overall life satisfaction. The high level of subjective well being in individuals is characterized by a greater frequency of feeling positive affect and low intensity of negative affect [6]. Individuals with a high level of assessment of happiness and life satisfaction generally show a more positive attitude, and feel more satisfied in living life. High subjective well being is characterized by life satisfaction felt by individuals, the dominance of positive emotions such as feelings of happiness and love, and the lack of negative emotions such as sadness and anger [7].

Subjective well being can also be felt by Korean music fans, namely Kpopers. The wave of Korean culture has spread to various countries, including Indonesia. One of the things that attracts the most attention is Korean music, namely K-Pop. Korean Pop is a type of pop-dance music popularized by a number of boy groups and girl groups. One of the popular boy groups from Kpop is NCT (Neo Culture Technology) which has 11,334,657 followers on X's social media accounts. Fans of the NCT boy group are commonly referred to as NCTZen which are spread throughout Indonesia on a large scale. One of the official accounts on social media X NCTZen Indonesia alone has 325,763 followers. NCTZen as fans have a number of activities carried out to support NCT such as buying merchandise, concert tickets, watching NCT content on social media and so on [8]. Not infrequently NCTZen makes an event to meet each other with fellow NCT fans with the aim of getting to know each other, exchanging information or to entertain each other [9]. According to NCTZen, these activities are activities that can provide happiness and satisfaction for their lives [10]. Subjective well being in every individual including NCTZen is important to research because if individuals have low levels of subjective well being it can lead to anxiety, anger and even depression [3].

Based on research conducted by Anjani who interviewed several NCT boy group enthusiasts October 2021 with A (18), it is stated that he has a low level of subjective well being because he does not feel happiness due to negative news about idols which affects his life such as being demoralized and feeling more unpleasant emotions. G (22) felt satisfaction and happiness when he managed to buy merchandise, but when he did not get the desired item, it affected G's mood and had an impact on his daily activities [11]. In an internet site called Quora, an NCT fan shared a story that he actually became stressed because of being in the NCTZen fandom. On the X platform, an anonymous account mentioned that one of his friends suffered from anxiety disorder because he was

blasphemed by fellow NCT fans for mistyping the name of an NCT member. The things that are felt can and are expressed by NCTZen are NCTZen's assessment of subjective well being in themselves. examines the extent to which a person can achieve peace in life through various activities and events he experiences, both pleasant and challenging, quoted from Diener & Ryan in [12].

Based on an initial survey of 42 NCTZen in Sidoarjo, it was found that 30% of NCTZen had moderate subjective well being, with a balance between happiness (positive affect) and sadness (negative affect), for example feeling happy when watching NCT videos but also sad when seeing bad comments about NCT. Meanwhile, 20% of NCTZen with high subjective well being feel predominantly happy in interacting with fellow NCTZen and participating in fandom activities, and feel satisfied with their experience as NCTZen, which also includes cognitive aspects and positive affect. On the other hand, 50% of NCTZen have low subjective well being, which can be seen from feelings of anxiety, sadness, worry, and feeling burdened due to intensive involvement in fan activities, which includes cognitive aspects and negative affect. In accordance with Diener's research [13], low subjective well-being in an individual can be characterized by a tendency to experience more frequent worry, disappointment, and unstable emotions. Research by Jenol [14] shows that being a K-Pop fan can help individuals to gain and increase their potential, such as designing merchandise or creating song and dance covers. However, individuals with low subjective well being more often feel negative emotions, which can lead to depressive illness or other negative emotions, as well as unhappiness. K-Pop fans who have high levels of negative emotions often have unrealistic expectations of their idols, and when the idols do not meet expectations, fans can feel deep negative emotions [15].

Celebrity worship also has a relationship with subjective well being, as explained by [11] in his research, stating that if an individual has a high level of celebrity worship, the subjective well being of the individual will be low. Lynn in [16], said celebrity worship is a type of parasocial relationship that forms between individuals and one or more celebrities, where the individual becomes obsessed with their idol. Maltby, Houran, McCutcheon explained that celebrity worship can be interpreted as a parasocial relationship involving individuals and celebrity figures, where individuals show excessive interest to the point of being obsessed with their idols. Maltby revealed 3 important aspects in celebrity worship, namely Entertainment-Social, Intense-Personal Feeling and also Boderline Pathological [17]. Entertainment-social is characterized by attraction to idols based on their expertise in creating entertainment and building public appeal. Meanwhile, Intense-Personal Feeling arises from the intense emotional attachment of fans, accompanied by compulsive drives and tendencies towards obsessive behavior towards idol figures. Boderline Pathological is seen as a reflection of the social-patological attitudes and behaviors of fans

Cutcheon, Lange and Houran said the phenomenon of celebrity worship occurs when individuals have and show obsession with idol figures. When individuals are at the highest stage of celebrity worship, namely borderline pathological, the tendency to

behave in negative affect can cause low subjective well being in individuals [12]. Celebrity worship, especially in the top 2 levels, is often associated with increased stress, psychological distress, and life dissatisfaction due to excessive involvement that can disrupt one's life balance. Research by Maltby cited from [18] shows that this type of celebrity worship is negatively related to subjective well being, which means that it has negative implications for subjective well being, in the aspects of life satisfaction levels and positive feelings or emotions. This results in individuals having obsessions and doing activities such as seeing, hearing, and reading about someone's life on a regular basis can form a personality, identity, obsessions, and associations that are in line according to Maltby cited in [13].

According to Compton and Hoffman, there are two other factors related to subjective well being, namely internal and external. Internal factors include self-esteem, optimism, religiosity, self-control, meaning of life, positive relationships with others, personality, and self-compassion. Meanwhile, external factors include income, marital status, and culture [19]. According to Diener cited from [20] self control is related to subjective well being because individuals are more able to control emotions in carrying out an action. Self control can also have an impact on subjective well being because individuals have the ability to control themselves to avoid various negative behaviors [21]. According to Chaplin, self control is the ability to guide one's own behavior, the ability to resist stimulus and impulsive behavior [22]. According to Averill, self-control is an individual's ability to control behavior, manage expected and unexpected information, and determine actions based on believed beliefs.

Meanwhile, according to Averill, self control has three aspects, namely behavior control, decision control, and finally cognitive control [23]. Behavioral control is the ability of individuals to change a condition that causes discomfort. Cognitive control is an individual's ability to filter unwanted information through the mechanism of interpretation, evaluation, and linking events in cognitive schemes, as a form of psychological adaptation in managing stress. Decision control refers to an individual's ability to determine outcomes or actions based on personal beliefs or internal approval of a choice. Self control has a close relationship with subjective well being because an individual's assessment of himself can affect how individuals will behave and assess whether they feel satisfied in life and feel happiness [24]. Anic & Toncic revealed a positive relationship between self control and subjective well being. Individuals with high self-control will be more satisfied with life and have more positive emotions and fewer negative emotions. This indicates that a higher level of self-control is directly proportional to the increase in subjective well-being that a person has [20].

There is no previous research that combines celebrity worship and self-control variables together. Previous research has mostly discussed celebrity worship and subjective well being as in Risyad's [25] research related to celebrity worship and subjective well being among fans of Indonesian vocal artists. However, this research has not discussed in detail the factors and aspects that can affect both variables. Jannati [26] conducted research with celebrity worship and subjective well being variables in the

context of NCT group fans in the city of Bandung in this study has not discussed the negative impact of celebrity worship in depth. Other researchers examined the relationship between self-control and subjective well being as conducted by Agustin [21] who gave suggestions for future researchers to add other research variables. Fadhillah [20] examined the variables of self control and subjective well being and found a significant positive relationship between self control and subjective well being. However, in this study, researchers only looked at subjective well being as a single variable without distinguishing between affective aspects and cognitive aspects.

Based on the phenomenon of the problem found by researchers and theoretical analysis, the researcher's questions arise (1) is there a relationship between celebrity worship and self control with subjective well being in NCTZen? (2) is there a relationship between celebrity worship and subjective well being in NCTZen? (3) is there a relationship between self control and subjective well being in NCTZen? purpose of this study are (1) to determine the relationship between celebrity worship and self control with subjective well being in NCTZen (2) to determine the relationship between celebrity worship with subjective well being in NCTZen (3) to determine the relationship between self control with subjective well being in NCTZen. Researchers hypothesize that (1) there is a relationship between celebrity worship and self control with subjective well being in NCTZen (2) there is a negative relationship between celebrity worship and subjective well being in NCTZen (3) there is a positive relationship between self control and subjective well being in NCTZen.

## RESEARCH METHOD

This research was conducted using quantitative methods [27]. The quantitative approach is a research method that focuses on analyzing data in the form of numbers, which are obtained through the measurement stage and analyzed statistically [28]. The approach used in this research is correlational. Correlational research is used to test hypotheses regarding the relationship between variables or to determine the extent of the relationship between two or more variables, by assessing the level of correlation between the independent variable and the dependent variable presented in the form of an index or correlation coefficient. The data obtained in correlational research is presented in the form of numbers. The variable used is subjective well being as the dependent variable (Y). The dependent variable is the main variable in a study [29], celebrity worship is the first independent variable (X1) and self-control is the second independent variable (X2).

The population used for this study is NCTZen Sidoarjo X application users who follow the X account @nctzensidoarjo as many as 360 followers, this figure is obtained from the total number of followers of the X account @nctzensidoarjo. X account @nctzensidoarjo is the only active X account of NCTZen Sidoarjo and NCTZen Sidoarjo city based on the phenomenon obtained has an active fan community in conducting fan activities. The sample of this study was determined based on Isaac & Michael's table, which is 177 people based on 5% significance. This study uses accidental sampling technique as its sampling method. According to Sugiyono, accidental sampling is a

sampling technique that is carried out accidentally or based on coincidence with subjects that are accidentally encountered by researchers can be used as respondents, as long as these individuals are considered relevant as data sources [30].

The subjective well being scale consists of the SWLS scale (satisfaction with life scale) and the SPANE scale (Scale of Positive and Negative Experience). This scale is a modified scale [31] based on aspects of subjective well being from cognitive aspects, positive affect aspects and negative affect aspects. This scale contains 17 statements, which consist of 11 positive statements (favorable) and 6 negative statements (unfavorable). On the celebrity worship variable, the CAS (Celebrity Attitude Scale) scale was adopted [32] which refers to the three dimensions of celebrity worship according to Maltby, namely the entertainment-social aspect, the entertainment-social aspect, and the borderline pathological aspect, which has 22 statements with 21 favorable statements and 1 unfavorable item. The scale for the self control variable is the PCS (Perceived Control Scale) scale which is a modified scale [33] from a scale compiled based on aspects of self-control according to Averill including behavioral control, cognitive control, and also decision control. This scale has 12 statements with details of 6 favorable statements and 6 unfavorable statements.

The subjective well being scale has a reliability value of 0.709 and has a validity value of 0.306 - 0.778. The Celebrity Attitude Scale has a reliability value of 0.831 and a validity value of 0.321 - 0.741. The Self Control Scale has a reliability value of 0.612 and a validity value of 0.420 - 0.452.

In this study, to obtain data, data were distributed in the form of google forms through social media X while to analyze the collected data, assumption tests were used in the form of normality tests and linearity tests, product moment correlation tests using the SPSS version 25 program. The correlation test with the Pearson product moment method was carried out with the aim of knowing the strength and direction of the relationship.

## **RESULTS AND DISCUSSION**

### ***Results***

Each variable in this study was categorized into three levels, namely low, medium, and high. Through this study, a more comprehensive understanding of the levels of celebrity worship, self-control, and subjective well-being in the participant group was obtained by making this categorization. Based on the data that has been collected and analyzed, the results of the categorization of celebrity worship, self-control and subjective well being are as follows.

Table 1.

Categorization n	Celebrity Worship		Self Control		Subjective Well Being	
	Frequenc y	Percentag e	Frequenc y	Percentag e	Frequenc y	Percentag e
Rendah	4	2,3%	27	15,3%	30	16,9%
Sedang	115	65%	125	70,6%	103	58,2%
Tinggi	58	32,8%	25	14,1%	44	24,9%
Total	177	100%	177	100%	177	100%

Based on the results of the categorization of celebrity worship variables, the majority of respondents are in the moderate category, namely 115 people with a percentage of 65% with a score range between 51.33 to less than 80.67. This data shows that most respondents have a moderate level of celebrity worship. The results of the categorization of self control variables (X2), most of the respondents, namely 125 people (70.6%), were in the moderate category with a range of scores between 28 to less than 44. This data shows that the majority of respondents have a fairly good level of self-control. The results of the categorization of the subjective well-being variable (Y), the majority of respondents, namely 103 people (58.2%), have a moderate level of subjective well-being and with a score range between 39.67 to less than 62.33. After the researcher categorizes, then proceed with carrying out the assumption test for the requirements in the correlation test analysis which includes the normality test and also the linearity test.

The data normality test is used to determine the normality of the data on each variable that has been obtained and has been tested. Researchers use the Kolmogorov-Smirnov method in the data normality test with the assumption that the data shows a significance value  $<0.05$ , it can be stated that the data is not normally distributed, while if the data has a significance value  $> 0.05$ , it can be stated that the data is normally distributed. Data on the results of the normality test in table 2.

Table 2.

Variables	One-Sample Kolmogorov- Smirnov	p-value	Description
Celebrity Worship	0.988	0,099	Normal
Self Control	0.994	0.077	Normal
Subjective Well Being	0.992	0.200	Normal

Based on the normality test above, it states that the data is normally distributed based on the value (p) of variable (X1) with a magnitude of 0.099, the value (p) on variable (X2) with a magnitude of 0.77 and the value (p) on variable (Y) of 0.200 with significance  $> 0.05$ . Then the linearity test is carried out to assess whether the relationship between the three existing variables is linear or not. The guidelines in the linearity test are based on the significance value (Sig) found in the linearity column, if the significance value is less

than 0.05, then the relationship is declared linear, while if it is more than 0.05, then the relationship is considered non-linear. The data of linearity test results are presented in Table 3.

Table 3.

Variables		F( <i>linierty</i> )	Sig. <i>Linierity</i>	Description
<b>Subjective Well Being</b>	- Celebrity Worship	89.974	.000	Linier
<b>Subjective Well Being</b>	- Self Control	147.800	.000	Linier

The linearity test above shows that the F linearity value is 89.974 and the significance of 0.000 means  $<0.05$  so that the data can be said to be linear. The linearity test of variables Y and X2 shows a linearity F value of 147.800 and a significance value of 0.000 which means less than 0.05, so the data is declared linear. Based on these results, it can be concluded that this study shows a linear relationship between the independent and dependent variables. After the normality and linearity tests were fulfilled, the researcher proceeded to the next stage, namely conducting hypothesis testing using the Pearson product moment correlation method.

Table 4.

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	F Change	p
H <sub>1</sub>	0.738	0.545	0.540	104.164	0,000

The results of the simultaneous correlation hypothesis test between variables X1 and X2 with Y show that the Sig F Change value is recorded at 0.000 which is smaller than 0.05, it can be concluded that the relationship between celebrity worship and self-control with subjective well being is significantly related simultaneously with an R value of 0.738 which means it is included in the coefficient interval with a strong relationship strength. Then the researcher conducted hypothesis testing to identify the relationship between X1 (celebrity worship), X2 (self control) and Y (subjective well being).

Table 5.

Variable		Pearson'r	p
<b>Subjective Well Being</b>	- Celebrity Worship	-0.563	0.000
<b>Subjective Well Being</b>	- Self Control	0.662	0.000

Based on the results of the correlation hypothesis test above between Y (subjective well being) and X1 (celebrity worship) shows a pearson correlations value of -0.563 with a significance value of  $0.000 < 0.05$  indicating that there is a significant relationship between variables, has a moderate relationship and the sign (-) means that the relationship

between variables is negative which means that the higher the level of individual attachment to celebrity worship, the lower the level of subjective well-being of NCTZen.

Then the results of the correlation hypothesis test between Y and X2 above show a Pearson correlations value of 0.662 with a significance value of 0.000 less than 0.05 indicating that the relationship between the variables is significant, has a strong relationship and the relationship between the two variables is positive which means that the high level of self-control is positively correlated with increasing subjective well-being in NCTZen.

### *Discussion*

Based on the results of hypothesis testing in table 4, the correlation coefficient is 0.738 which shows a strong relationship, with a significance level of 0.000 (<0.05). Based on these results, the research hypothesis is accepted, which indicates a strong relationship between the variables in this study. The results of this study are in line with Maltby's research in which [19] revealed that celebrity worship with extreme levels can cause psychological distress, anxiety and reduce a person's subjective well being. However, the self-control that a person has according to [22] is able to help individuals manage all stress and emotional pressures so that it can improve individual subjective well being. Thus, simultaneously both celebrity worship and self control have a significant relationship in determining the subjective well being of individuals.

The categorization results in this study show that in the celebrity worship variable, the majority of respondents, as many as 115 people (65%), are in the moderate category with a score range between 51.33 to less than 80.67, which means that they are included in the intense-personal feeling category, indicated by fans' personal feelings that are very strong, compulsive, and accompanied by obsessive tendencies towards idols. In line with Jannati's research [26] which found that around 70.3% of NCTZen were at the intense personal feeling level because fans began to feel an affective connection with their idols, so fans seemed to feel what their idols felt. Meanwhile, categorization on the self control variable resulted in the majority of respondents being in the moderate self control category as many as 125 people (70.6%). In Agustin's research [21], it was found that individuals with self-control in the good category are able to regulate events and manage their behavior so that it has a positive impact on their lives. In addition, good self-control also has a positive impact on individuals, so that these individuals do not experience obstacles in achieving happiness in life. In the subjective well being variable, the majority of respondents were in the moderate category as many as 103 people (58.2%), which indicates that if most respondents have a fairly good subjective well being, it means having full positive emotions. In line with Lubis's research quoted from [21] subjective well being is a very important part to be owned as well as felt by individuals as long as they live life. Positive emotional reactions can support individuals in achieving a calm and peaceful life. But on the contrary, if individuals are filled with negative emotions, then what happens is that individuals become more vulnerable to feeling hopeless, less grateful, and potentially experience various forms of deviance.

Based on the results of hypothesis testing in Table 5, it can be concluded that the correlation coefficient value is -0.563 with a significance value of 0.000 ( $<0.05$ ), which indicates that there is a moderate negative relationship between celebrity worship and subjective well-being. This means that the higher the level of celebrity worship, the lower the level of subjective well-being that will be felt. In line with Maltby's research cited in [14], it is explained that the type of celebrity worship at an extreme level is negatively related to subjective well being, which means that it has a negative impact on subjective well being, on aspects of life satisfaction and positive emotions. This results in individuals having obsessions and making activities such as seeing, hearing, reading about people's lives a routine and will create personalities, identities, obsessions, associations that are aligned. Research conducted by Prihatiningrum quoted from [12] shows similar results, which show a negative relationship between celebrity-worship and subjective well-being. This means that the lower the level of celebrity worship an individual has, the higher the level of subjective well-being he feels, and vice versa.

Based on the results of hypothesis testing in table 6, it shows that the correlation coefficient value is 0.0662 with a significance of 0.000 ( $<0.05$ ), which indicates a strong positive relationship between self-control and subjective well-being. This means that the higher the self-control, the higher the subjective well being owned by the individual. This finding is in line with Anic and Tonicic's research which states that there is a positive relationship between self-control and subjective well-being. Individuals with high levels of self-control tend to feel more satisfied with their lives, have more positive emotions and fewer negative emotions. This relationship indicates that the increase in self-control is directly proportional to the increase in subjective well-being [21]. According to Diener quoted from [21] self control is related to subjective well being because individuals are more able to control emotions in carrying out an action. Self control can also have an impact on subjective well being because individuals who are able to control themselves tend to avoid negative behavior that can harm themselves.

## CONCLUSION

**Fundamental Finding:** This study found a significant relationship between celebrity worship, self-control, and subjective well-being among members of the NCTZen fan community, with results indicating that higher levels of celebrity worship are associated with lower subjective well-being, while greater self-control corresponds to higher well-being. **Implication:** These findings underscore the critical role of self-control in preserving psychological health within emotionally invested fan communities, suggesting that fostering self-regulatory capacities may help mitigate the adverse effects of excessive idolization. **Limitation:** However, the scope of this study was limited to a single fan community with a wide but undefined age range, which restricts the generalizability of the results to broader populations or other fandom contexts. **Future Research:** Subsequent studies should explore additional psychological, social, or cultural factors influencing subjective well-being in fandom settings and aim to include diverse

fan communities with more clearly defined demographic variables to enhance the validity and applicability of the findings.

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