

## THE INFLUENCE OF BRAND AMBASSADOR, BRAND PERSONALITY, AND KOREAN WAVE ON PURCHASE DECISIONS OF SOMETHINC

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### ABSTRACT

This study aims to determine the influence of Brand Ambassadors, Brand Personality and the Korean Wave on the Purchase Decision of something products. This research is research that uses quantitative data. The population of this research is so-think consumers. The sample in this study amounted to 120 respondents. The techniques used are validity test, reliability test, classic assumption test (normality test, multicollinearity test, and heteroscedasticity test), multiple linear regression analysis, F test, and T test. The results of this study indicate that Brand Ambassador and Brand Personality simultaneously significantly affect purchasing decisions. Meanwhile, the Korean Wave simultaneously has no significant effect on purchasing decisions of something. Brand Ambassador has a positive and significant effect on purchasing decisions, Brand Personality has a positive and significant effect on purchasing decisions, and Korean Wave has a negative and insignificant effect on purchasing decisions.

**Keywords:** brand ambassador, brand personality, korean wave, purchase decisions.

### 1. INTRODUCTION

Currently, the development of the cosmetics industry in Indonesia has increased. Based on BPOM records, the cosmetic industry has experienced an increase of 20.6%. Competition in the cosmetics industry is increasing, companies are also doing ways to market their products so that they are better known to the public. Companies must do proper marketing (Nabilaturrahmah and Siregar 2022). Something is one of the most increasing brands. Total sales of something in e-commerce are IDR 10,000,000,000 with a total of 125,000 transactions (Ramadhani 2021).

Consumers go through a process before purchasing the actual product. Because consumer behaviour and purchasing decisions are closely interrelated, it is important to understand consumer behaviour. Consumers make various judgments when making purchases, both simple and sophisticated (Siskhawati and Maulana 2021). The decision to buy is an individual decision because of the importance of things or activities that create a feeling of wanting to get or use the item (Osak and Pasharibu 2020).

Many brands use South Korean artists as brand ambassadors to introduce their products to the market. With the support of brand ambassadors, the product's popularity and fans' enthusiasm to own the product have increased (Siswandi and Djawoto 2020). Choosing a South Korean artist as an ambassador will increase popularity domestically and in other countries (Sagia and Situmorang 2018). The company will select well-known artists as brand ambassadors. Using artists as brand ambassadors will influence consumers to choose products marketed by artists (Siskhawati and Maulana 2021).

Brand personality is a character associated with a brand (Peco-Torres et al. 2020). Brand personality becomes a meaningful matter because it can increase added value in the eyes of consumers for a brand and influence purchasing decisions (Fauziah 2016). The character of one brand has comparisons with other brands, as well as the character itself. Brand personality influences purchasing decisions. The higher the value of a brand personality, the higher consumers will buy the products offered. (Tsabitah and Anggraeni 2021).

The development of South Korean culture has spread throughout the world. Indonesia is one of the countries that has experienced the impact of the spread of South Korean culture (Putri et al. 2019). The spread of South Korean culture is known as the Korean Wave or Korean Wave. The Korean Wave phenomenon spread rapidly throughout the world. Korea is known for its entertainment that attracts people's day. For example, actresses, actors, comedians, boy bands and girl groups. Fans are also diverse and are not differentiated by gender or age. Apart from music, make-up products, skincare, food and drinks also have a lot of fans (Siskhawati and Maulana 2021).

Based on previous research, Brand Ambassadors and the Korean Wave do not influence purchasing decisions (Wardani and Santosa 2020). Other research shows that Brand Personality does not affect

purchasing decisions (Siregar and Zulkarnain 2015). Meanwhile, other research shows that Brand Ambassadors, Brand Personality, and Korean Wave significantly affect purchasing decisions (Sagia and Situmorang 2018). So in this study is intended to fill the gaps in the research..

## **2. LITERATURE REVIEW**

### **2.1. Brand Ambassadors**

A well-known or well-connected individual used to promote and advertise goods or services is known as a brand ambassador. He is a diplomat, a representative of an organization, institution or company that is best at describing products or services (Nofiwaty, Iisnawati, and Fitrianto 2020). Both in principle and practice, brand ambassadors have succeeded in securing customer purchases through marketing. By associating famous individuals with products, a strong connection between celebrities and sales is finally created (Chukwu and Pius 2021). Customers perceive the brand as having superior quality simply because their favourite personality has endorsed it. Based on this, the customer initiates the endorsement as one of the superior quality indicators for other brands (Wang and Hariandja 2016). According to Royan (2005) Brand ambassadors have four characteristics known as the VisCAP model. Four characteristics of brand ambassadors: (1) Visibility (Popularity); (2) Credibility; (3) Attraction (Attraction); (4) Power (Sagia and Situmorang 2018). Brand Personality

Consumers prefer brands with a personality aligned with their self-concept (Kotler and Keller 2015). Jennifer Aaker researched brand personality and identified the following traits:

1. Sincerity (humble, honest, healthy, and cheerful)
2. Excitement (bold, passionate, and imaginative)
3. Competence (reliable, intelligent, and successful)
4. Sophistication (upscale and charming)
5. Ruggedness (bold and rugged)

Similar to a person's personality, brand personality can change but is generally stable. Brand personality conveys the emotions the brand evokes and is often associated with metaphorical language. This brand personality can increase consumers' desire to buy and continue to use these products (Devita and Agustini 2019).

### **2.2. Korean Wave**

The term "Korean wave" refers to the sharp rise in entertainment and acceptance of South Korean culture spreading worldwide, especially in East and Southeast Asian countries (Tjoe and Kim 2016). The influence of cultural waves through the mass media, more specifically the Korean Wave, for changes in consumer behaviour with the following indicators: a) understanding, b) attitudes and behaviour, and c) perception (Siswandi and Djawoto 2020).

### **2.3. Purchase decision**

According to Kotler and Keller (2015) Consumers make wise decisions and are influenced by various contextual factors. They often use multiple assumptions due to their lack of involvement in their judgments. Psychological processes have a role in decision-making. Consumers usually go through five stages in making a decision:

1. problem recognition
2. search for information
3. alternative evaluation
4. purchase decision
5. post-purchase behaviour.

To understand how consumers actually make purchase decisions, marketers must identify who influences buying decisions; people can be initiators, influencers, purchasers, or users. Different marketing campaigns can target different types of people (Kotler and Keller 2015).

### **2.4. Research hypothesis**

#### **The influence of brand ambassadors on purchasing decisions.**

Brand ambassadors have an influence on purchasing decisions (Sagia and Situmorang 2018). Brand ambassadors play an important role in communicating and connecting with the community and helping companies increase sales (Nofiwaty, Iisnawati, and Fitrianto 2020). The use of brand ambassadors also impacts business because brand ambassadors can attract attention to advertisements and encourage better customers so that consumers are interested in buying these products (Ramadhanti 2021). Brand ambassadors

are cultural or identity icons. Where they act as a marketing tool that represents a product (Siskhawati and Maulana 2021)

H1: Brand Ambassador influences purchasing decisions

### **The influence of brand personality on purchasing decisions**

Brand personality influences purchasing decisions (Sagia and Situmorang 2018). Brand personality is an exciting and essential topic in marketing research today because it can help differentiate a brand from other brands, build emotional aspects, and magnify the personal meaning of a brand. In other words, a brand's personality is in the minds of consumers or perceptions are formed directly or indirectly through direct experience using products or marketing efforts (Pelupessy and Tehuayo 2021). Brand identity can influence customer behaviour and link customer characteristics and brands that appeal to customers. In addition, the brand contains a statement of the customer's identity. This means that consumers with characteristics similar to Something will be more likely to buy the product, and other consumers with different characteristics may be encouraged to buy the product.

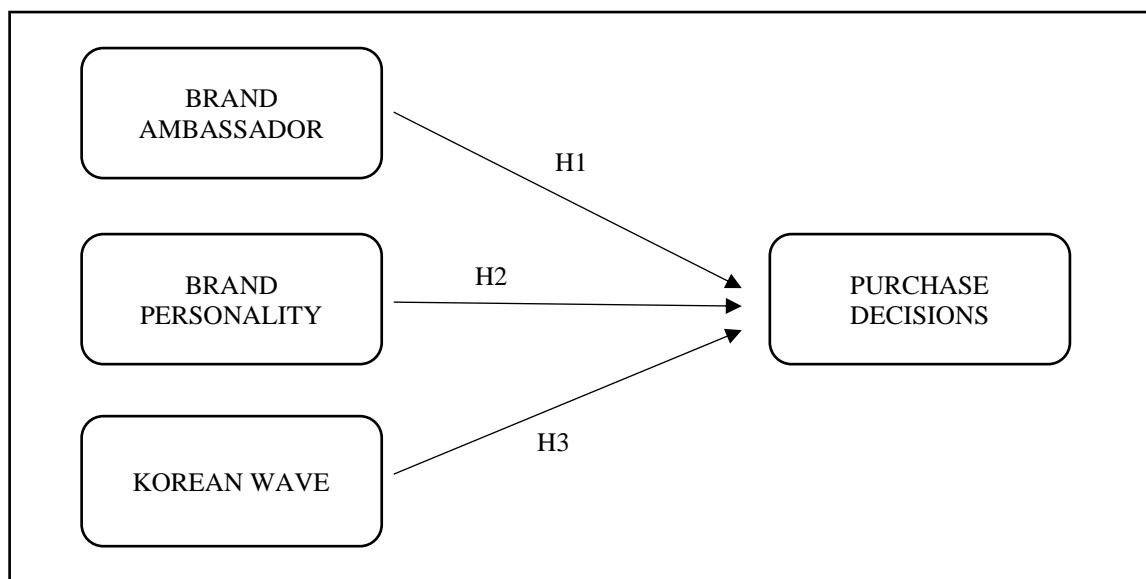
H2: Brand Personality influences purchasing decisions

### **The influence of the Korean Wave on purchasing decisions**

The Korean Wave influences purchasing decisions (Sagia and Situmorang 2018). The Korean Wave (Hallyu) is a widespread cultural phenomenon from South Korea that spreads through the mass media, and its popularity has spread to the Asian region (Siskhawati and Maulana 2021). If someone is interested in South Korean cultural products such as music or Korean films, they can buy products related to the music, film or films they like (Maulida, Saufi, and HS 2022). The Korean Wave has succeeded in touching emotions or feelings such as sympathy and empathy, positive images can influence consumer behaviour, and Purchase Decisions can support purchasing decisions (Setyani and Azhari 2021).

H3: The Korean Wave influences purchasing decisions

The following is research framework as follows:



### 3. METHOD

The research method is a method that produces specific goals and uses using scientific methods (Sugiyono 2013). A quantitative approach is an approach used in this study. The population in this study are users of somethinc products. After determining the population, then determine the research sample. Based on the calculations obtained from the slovin formula, it is know that the minimum number of samples is 112 people.

In this study, the data collection used was primary data or questionnaires. The data analysis technique used in this study uses SPSS. The tests in SPSS are validity, reliability, classical assumption test (normality test, multicollinearity test, and heteroscedasticity test), multiple linear regression analysis, F, and t tests. Of the 120 respondents who were recorded, it was known that the characteristics of the respondents were based on gender, age, education, occupation, income, type of something product, purchases in the last six months, and expenses for each purchase of something.

### 4. RESULT AND DISCUSSION

#### General Description of the Research Object

In this study, the data collection used was a questionnaire. Of the 120 respondents who were recorded, it was known that the characteristics of the respondents were based on gender, age, education, occupation, income, type of something product, purchases in the last six months, and expenses for each purchase of something. In this study, more women filled out the questionnaire (79.2%) while men (20.8%). This means that most users of somethinc products are women because women have more interest in caring for and beautifying themselves than men.

In terms of age characteristics, the age range is 15-20 years (64.2%) more than those aged 21-25 years (20%), ages 26-30 years (12.5%), and ages >30 (3.3%). With the largest age range of 15-20 years, the majority of jobs are students (79.2%) compared to private employees (17.5%) and other jobs (3.2%). Furthermore, the average was last educated at the high school level (65.8%). Middle School (0.8%), D3 (1.7%), S1 (26.7%), and postgraduate (5%). Monthly income < Rp. 500,000 (41.7%), Rp. 500,000-Rp. 1,500,000 (25.8%), > 4,500,000 (19.2%), Rp. 1,500,001-Rp. 3,000,000 (8.3%), and Rp.3,000,001-Rp.4,500,000 (5%).

Respondents had the most average purchases over a six month period of 1 time (61.7%), 2 times (24.2%), 3 times (5.8%), > 3 times (8.3%). With the purchase of the most something thinks products, namely skincare (81.7%) and make-up (18.3%). Those who spend an average cost of each purchase Rp.100,001-Rp.200,000 (51.7%), Rp.100,000 (19.2%), Rp.200,001-Rp.300,000 (19.2%), Rp.300,001-Rp.400,000 (5.8%), and >Rp. 400,000 (4.2%).

#### Validity and Reliability Test

Provisions for testing the validity test, according to Sugiyono (2013), are conditions that must be met for

This test must have the following criteria:

- a. If  $r \geq 0.30$ , then the question items from the questionnaire are valid,
- b. If  $r \leq 0.30$ , then the question items from the questionnaire are invalid.

Table 1. Validity Test Brand Ambassador (Source: processed primary data, 2022)

Number	Statement	Person Correlation	Critical Value	Explanation
1	Q1	0.601	0,30	VALID
2	Q2	0.863	0,30	VALID
3	Q3	0.858	0,30	VALID
4	Q4	0.677	0,30	VALID
5	Q5	0.654	0,30	VALID
6	Q6	0.842	0,30	VALID
7	Q7	0.885	0,30	VALID
8	Q8	0.850	0,30	VALID
9	Q9	0.884	0,30	VALID
10	Q10	0.871	0,30	VALID

Table 2. Validity Test Brand Personality (Source: processed primary data, 2022)

Number	Statement	Person Correlation	Critical Value	Explanation
1	Q1	0.749	0.30	VALID
2	Q2	0.676	0.30	VALID
3	Q3	0.754	0.30	VALID
4	Q4	0.732	0.30	VALID
5	Q5	0.767	0.30	VALID
6	Q6	0.706	0.30	VALID
7	Q7	0.771	0.30	VALID
8	Q8	0.699	0.30	VALID
9	Q9	0.668	0.30	VALID
10	Q10	0.561	0.30	VALID
11	Q11	0.630	0.30	VALID
12	Q12	0.643	0.30	VALID
13	Q13	0.643	0.30	VALID
14	Q14	0.626	0.30	VALID

Table 3. Validity Test Korean Wave (Source: processed primary data, 2022)

Number	Statement	Person Correlation	Critical Value	Explanation
1	Q1	0.837	0.30	VALID
2	Q2	0.887	0.30	VALID
3	Q3	0.846	0.30	VALID
4	Q4	0.876	0.30	VALID
5	Q5	0.825	0.30	VALID
6	Q6	0.806	0.30	VALID
7	Q7	0.825	0.30	VALID

Table 4. Validity Test Purchase Decisions (Source: processed primary data, 2022)

Number	Statement	Person Correlation	Critical Value	Explanation
1	Q1	0.326	0.30	VALID
2	Q2	0.633	0.30	VALID
3	Q3	0.582	0.30	VALID
4	Q4	0.405	0.30	VALID
5	Q5	0.636	0.30	VALID
6	Q6	0.729	0.30	VALID
7	Q7	0.603	0.30	VALID
8	Q8	0.604	0.30	VALID

### Reliability Test

The provisions for testing the reliability of a variable are said to be reliable if the Cronbach Alpha value is  $> 0.60$ . So each variable in table 5 is said to be reliable (Sugiyono 2013).

Table 5. Reliability Test (Source: processed primary data, 2022)

Number	Variabel	Cronbach's Alpha	Critical Value	Explanation
1	Brand Ambassador	0.940	0.60	Reliabel
2	Brand Personality	0.912	0.60	Reliabel
3	Korean Wave	0.933	0.60	Reliabel
4	Purchase Decisions	0.661	0.60	Reliabel

### Classic assumption test

Provisions for testing The data normality test in this study used the Kolmogorov-Smirnov test for each variable. The research data is said to be expected or fulfil the normality test if the Asymp. The residual variable's Sig (2-tailed) value is above 0.05 or 5% (Ghozali 2011). Table 6 shows the results of Asymp. Sig. 0.200 or 20%, which means the residual data is normally distributed.

Table 6. Normality Test (Source: processed primary data, 2022)

One-Sample Kolmogorov-Smirnov Test	Unstandardized Residual
Asymp. Sig. (2-tailed)	0.200

The multicollinearity test aims to test whether the regression model found a correlation between the independent (independent) variables. The regression model is said to be good if there is no correlation between the independent variables. Multicollinearity can be seen with the Variance Inflation Factor (VIF) and the tolerance column. The VIF column shows a value of 1.000 for both variables which means  $< 10.00$  and the tolerance column shows a value of 1.000 for both variables, which is  $> 0.10$ . Thus, it is stated that there is no correlation between the independent variables.

Table 7. Multicollinearity Test (Source: processed primary data, 2022)

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Brand Ambassador	0.629	1.590
Bran Personality	0.727	1.375
Korean Wave	0.511	1.956

According to Ghozali (2011), the heteroscedasticity test aims to test whether there is an inequality of variance and residuals from one observation to another in the regression model. The provisions for testing the heteroscedasticity test are the sig column.  $> 0.05$ .

Table 8. Heteroscedasticity Test (Source: processed primary data, 2022)

Model	Sig.
Brand Ambassador	0.772
Brand Personality	0.487
Korean Wave	0.542

### Multiple Regression Analysis

Multiple linear regression analysis in this study aims to prove the hypothesis regarding the influence of brand ambassadors (X1), brand personality (X2), and Korean Wave (X3) on purchasing decisions of something (Y). As well as knowing how much influence the independent variables have on the dependent variable. The results of data processing can be seen in Table 9. The adjusted R Square (R<sup>2</sup>) calculation results are 0.549 or 54.9%. This shows that the independent variables (brand ambassador, brand personality, Korean Wave) can explain the dependent variable (Purchase Decision) of 54.9%. While the remaining 45.1% is influenced by other variables not examined in this study.

Table 9. Multiple Regression Analysis (Source: processed primary data, 2022)

Model	R	R Square	Adjusted R Square
1	0.741	0.549	0.537

Source: processed primary data, 2022

### F Test and T Test

The T test was carried out with the aim of knowing whether each independent variable has a significant effect on the dependent variable. Provisions for testing the t test with a comparison of the predetermined significance value, which is equal to 0.05 or 5%. If the t count is less than 0.05, then the independent variable affects the dependent variable. Table 10 shows that the results of the t test for brand ambassadors (X1) are 0.000, and brand personality (X2) is 0.000, which is less than 0.05. So that the two independent variables individually affect the dependent variable and are accepted. Whereas the Korean Wave (X3) of 0.463 has a negative and insignificant effect on the dependent variable, making X3 rejected.

Table 10. T Test (Source: processed primary data, 2022)

Model	Sig.
Brand Ambassador	0.000
Bran Personality	0.000
Korean Wave	0.463

The F test was carried out to know whether all the independent variables included in the model have a combined effect on the dependent variable. The provisions of the F test are said to be significant if the sig.  $< 0.05$ . Table 11 shows that the F count is 47,084 with a probability level of 0,000  $< 0.05$ , so it can be concluded that the brand ambassador, brand personality, and Korean wave variables do not significantly affect the purchasing decision variable.

Table 11. F Test (Source: processed primary data, 2022)

Model	F	Sig.
Regression	47.084	0.000

## 5. CONCLUSION

The results of this study can be concluded that brand ambassadors have a significant positive effect on the purchase decision of something, and brand personality has a significant positive effect on the purchase decision of something. Meanwhile, the Korean Wave is not significantly negative on purchasing decisions. Moreover, brand ambassadors, brand personality and Korean Wave affect the availability of respondents in purchasing something by 54.9%..

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