THE INFLUENCE OF KOREAN WAVE, BRAND AMBASSADOR, AND BRAND IMAGE ON PURCHASE INTENTION OF SOMETHINC SKINCARE PRODUCTS IN MANADO

PENGARUH KOREAN WAVE, BRAND AMBASSADOR, DAN BRAND IMAGE TERHADAP MINAT BELI PRODUK SKINCARE SOMETHINC DI MANADO

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Abstract: The purpose of this research is to analyze the influence of Korean wave, brand ambassador, brand image on purchase intention of Somethinc skincare product in Manado simultaneously or partially. The research variables consist of, X_1 is Korean wave, X_2 is Brand ambassador, X_3 is Brand image and Y is Purchase Intention. Research data is primary data, obtained from the results of the distribution of questionnaires design with the likert scale. The sample of the research was the female and user skincare in Manado. Test instruments using Validity and Reliability Test using SPSS. Technique Analysis, Multiple regression, Classic Assumption Test, Hypothesis Test (F-Test and t-Test). The result showed that Korean wave has negative effect on Purchase Intention, while Brand ambassador and Brand image has positive effect on Purchase Intention.

Keywords: Korean wave, brand ambassador, brand image, purchase intention.

Abstrak: Tujuan dari penelitian ini adalah untuk menganalisis pengaruh Korean wave, brand ambassador, brand image terhadap niat beli produk perawatan kulit Somethinc di Manado secara simultan maupun parsial. Variabel penelitian terdiri dari, X_1 adalah Korean wave, X_2 adalah Brand Ambassador, X adalah Brand Image dan Y adalah Purchase Intention. Data penelitian merupakan data primer, diperoleh dari hasil desain penyebaran kuesioner dengan skala likert. Sampel penelitian ini adalah wanita dan pengguna skincare di Manado. Uji instrumen menggunakan Uji Validitas dan Uji Reliabilitas menggunakan SPSS. Teknik Analisis, Regresi Berganda, Uji Asumsi Klasik, Uji Hipotesis (Uji F dan Uji t). Hasil penelitian menunjukkan bahwa Korean wave berpengaruh negatif terhadap Purchase Intention, sedangkan Brand Ambassador dan Brand image berpengaruh positif terhadap Purchase Intention.

Kata Kunci: Korean wave, brand ambassador, brand image, purchase intention.

INTRODUCTION

Research Background

Introducing the product is not an easy thing, moreover it has to do with how they have to do to get purchase intention from consumers, and purchase intention is a very early step before consumers decide to buy what they want. According to Kotler and Keller (2009), purchase Intention is consumer behavior that appears in response to objects that indicate the customer's desire to make a purchase. Especially in the current era of globalization, will direct marketers to develop and seize market share, one of which is through cultural development, for example, what is currently being discussed so widely in the last two decades, Korean culture which we often hear is called the "Korean Wave" (Hallyu). The phenomenon of "Korean Wave" (in the form of music, drama, fashion and variety shows about Korean culture) is easy to find in several parts of the world, including in Indonesia. There are lots of K-Pop fans who are very inspired by K-Fashion, even so many new businesses in the food industry that sell Korean food.

Korean Wave is also known for its K-Beauty where they often take care of their skin health, this is how the Korean Wave has become one of the factors that trigger the rise in the beauty industry. Many local brands have come up with skincare for domestic beauty because of the influence of the Korean Wave. It attempts to be easily linked to the thoughts of consumers by leveraging Korean celebrities as brand ambassadors, so that consumers are interested in buying marketed products.

Companies must be able to draw consumers' attention and develop purchase intention in order to provide products to customers and achieve their goals, which include selling as many things as possible. Brand ambassadors are those who are well-known in the public eye, such as musicians, actors, sports, and others. It attempts to be easily linked to the thoughts of consumers by leveraging Korean celebrities as brand ambassadors, so that consumers are interested in buying marketed products. The appointment of a brand ambassador is usually based on the positive image it has so that it can represent the overall product image. Where it is hoped that the positive image of the brand ambassador can increase purchase intention in certain products. Purchase intention is a sort of choice making that looks into why people buy a certain brand. The perception of a brand is a critical factor in determining purchase intention. When the technique causes consumers to speculate about the promoted product and reduces their purchase intention, the product's brand image will suffer.

Another method, in addition to brand ambassador, is brand image. Brand image is a brand perception that is described by brand associations that are in mind, and it is the consequence of customer views or perceptions of a certain brand. Brand image is the consumer's trust in the brand, and brand trust is the consumer's willingness to trust the brand at any risk because of the brand's promise of positive results for customers. A positive brand image can lead to purchase intention. When a company has a positive brand image in society, it can achieve a lasting competitive advantage and grow its market share.

Research Objective
The research's objective and potential uses are:
1. To identify partial influence of Korean wave on purchase intention of Somethinc skincare products in Manado City.
2. To identify partial influence of brand ambassadors on purchase intention of Somethinc skincare products in Manado City.
3. To identify partial influence of brand image on purchase intention of Somethinc skincare products in Manado City.
4. To analyze simultaneous influence of Korean wave, brand ambassadors, and brand image on purchase intention of Somethinc skincare products in Manado City.

THEORETICAL FRAMEWORK

Brand Ambassador
According to Sagia (2018), brand ambassador is a person who supports a brand from various popular public figures. Brand ambassadors should act as spokespersons for the brands they represent, ensuring that the brands they represent stay in the minds of consumers and encourage buying interest. Celebrities can also be used as a tool to represent a particular market segment. Products must be delivered to consumers through effective means. As a result, celebrity endorsements are required to advertise the company's goods.

Brand Image
According to Andirani (2020), image is the main goal, and at the same time the reputation and achievements to be achieved for the company and public relations or public relations. Brand image is also considered as one of the most significant intangible assets that affect consumer perceptions of a business. Functional and emotive dimensions are two fundamental components of brand image. Functional dimensions are dimensions that have measurable and tangible properties.

Purchase Intention
Purchase intention is an important factor in the business world because the consumer's decision to buy a product is based on interest and interest arises because of a positive stimulus that creates motivation that allows consumers to buy products or services in the future. According to Kotler and Keller (2009), Purchase Intention is consumer behavior that appears in response to objects that indicate the customer's desire to make a purchase.

Previous Research

Prastiwi et al. (2020) aimed to find out how the influence of cultural trends, brand ambassadors and prices on the purchase intention of Korean instant noodles. The population in this study is Twitter users, members of Korean Pop fans who idolize the ambassador brand from the Korean band "Super Junior" who consume instant noodles. The number of samples taken in this study used the Lemeshow formula as much 100 respondents. The sampling technique uses non-probability techniques, namely incidental sampling techniques. The analytical tool used in this study is Multiple Regression Analysis. The results show that: 1) the culture trend of Korean Wave variable does not have a significant effect on purchase intention, 2) the brand ambassador variable has a significant effect on purchase intention, and 3) the price variable has a significant effect on purchase intention

Utami, Setyawati and Mandasari (2020) aimed to analyze the influence of celebrity brand ambassador, e-WOM quality, e-WOM quantity, and sender's expertise on consumers' purchase intention of celebrity cake in Indonesia (Yogyakarta, Solo, and Semarang). The research areas are purposively chosen while a hundred of respondents are determined conveniently. Using the regression analysis as an analytical tool, the study shows that the model is significant, while the Celebrity brand ambassador and e-WOM quality have a positive influence on consumers' purchase intention of Indonesian celebrity cake. Celebrities as the brand ambassadors are known for their familiarity, good personalities, good interaction with the consumers (during promotion), and success in delivering the specific facts about celebrity cake. Meanwhile, viewing online reviews (clarity, understandability, credibility, and reasonability) is helpful for consumers in building their confidence in purchase intention. The most influential variable on consumers' purchase intention of celebrity cake is a celebrity brand ambassador, based on the value of B in the Unstandardized Coefficients' table is 0.360 greater than other variables.

Nisbah (2018) aimed to determine the effect of Brand Image Giant on consumer buying interest in Super Supermarket Giant Alauddin Branch Makassar. The method used in this study is the regression method. It is simple to see how much influence Brand Image Giant has on consumer buying interest at Super Supermarket Giant Alauddin Makassar Branch. Based on the results of simple regression analysis that has been carried out on In this study, seen from the results of the t test, it was found that tcount 2,692 > ttable 1,989 then Ho is rejected and Ha is accepted, it can be concluded that the Brand Image Giant positive effect on consumer buying interest in Super Supermarket Giant Alauddin Makassar Branch.
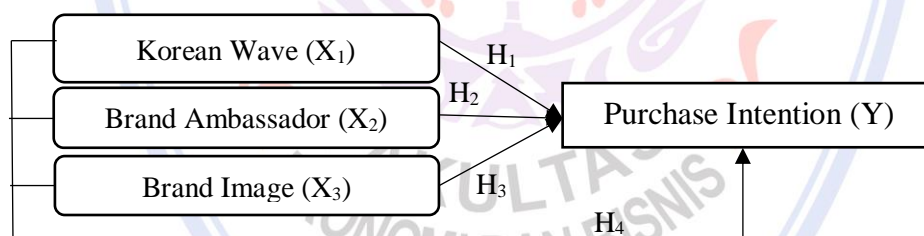
Conceptual Framework

Figure 1. Conceptual Framework
Source: Literature Review

Research Hypotheses

This study presents several hypotheses based on the foregoing background and literature review.
H1: Korean wave has a positive influence on purchase intention partially.
H2: Brand ambassador has a positive influence on purchase intention partially.
H3: Brand image has a positive influence on purchase intention partially.
H4: Korean wave, brand ambassador, and brand image have positive influence on purchase intention simultaneously.

RESEARCH METHOD

Research Approach

The type of research used in this study is descriptive research using a quantitative approach, which is based on the problem formulation and research objectives. Descriptive research is the type of research used to

analyze the data by describing or describing the data that has been collected as it is. Quantitative research can be defined as an inductive, objective, and scientific research process in which data is collected in the form of numbers (values) or questions, which are then assessed using statistical analysis (Sugiyono, 2018).

Population, Sample Size and Sampling Technique

Population is a combination of all elements in the form of events, things or people who have similar characteristics that become the center of attention of a researcher because it is seen as a research universe (Ferdinand, 2006). The participants in this study are Female from Manado City Skin Care users. According to Sugiyono (2018), the sample is part of the number and characteristics possessed by the population. If the population is large, and it is impossible for the researcher to study everything in the population, for example, because there are limited funds, manpower and time, the researcher can use samples taken from that population. The sampling methodology used in this study is purposive sampling, which is a non-probability sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. Purposive sampling refers to a class of non-probability sampling techniques. Purposive sampling, also known as judgmental, selective, or subjective sampling, relies on the researcher's judgment when selecting the units to be investigated (e.g., persons, cases/organizations, events, or bits of data). Purposive sampling is a sampling technique with certain considerations. This study requires samples from a group of women in the city of Manado as skincare users.

Data Collection Technique

In this study, primary data was collected by distributing questionnaires to predetermined respondents, namely Female who skincare users in the Manado area. The distribution of questionnaires is carried out using Google Forms to make it easier, save time and costs and to reach a wider range of respondents. Questionnaire was conducted by asking the respondent a list of written questions in a list of questions. By giving other people who will participate as respondents a set of questions or statements to answer queries from researchers.

Operational Definition of Research Variables
Table 1. Variable Definition

Variable	Definition	Indicators
Korean Wave (X_1)	Korean Wave is the phenomenon of the spread of Korean cultural products.	1. Understanding 2. Attitude 3. Perception 4. Role model
Brand Ambassador (X_2)	Brand Ambassador is one of the efforts made by the company to influence or invite and at the same time as an icon to represent the best image of a product, so that consumers are interested in using the product.	1. Popularity 2. Credibility 3. Attractiveness 4. Power
Brand Image (X_3)	Brand Image is a representation of the overall perception of the brand and is formed from information and past experiences of the brand. The image of the brand is related to attitudes in the form of beliefs and preferences for a brand.	1. Corporate Image 2. Product Image 3. User Image 4. Brand associations
Purchase intention (Y)	Purchase intention is a sort of choice making that looks into why people buy a certain brand. Purchase intention is a person's attitude toward an object model of goods which is suitable for measuring attitudes towards certain products, services, and brand.	1. Transactional Interest 2. Referential Interest 3. Preferential Interest 4. Explorative Interest

Source: Data Literature (2022)

Validity Test

According to Situmorang and Lutfi (2014: 86), validity shows the extent to which a measuring instrument measures what it wants to measure. After the questionnaire is compiled and tested for validity, in practice it is not necessarily valid data collected. The result of utilizing the computer program SPSS to process the data yields the value of r-count. The value of the r-table is determined by examining the comparison table with a 5% significance threshold.

Reliability Test
According to Situmorang and Lutfi (2014: 89), reliability is an index that shows the extent to which a measuring instrument can be trusted or reliable. This reliability test is used to see whether the measuring instrument used (questionnaire) shows consistency in measuring the same symptoms to get quality and good quality research results, it is appropriate if the series of research carried out must be good too.

Normality Test
Normality test has a purpose to test whether the regression model of the confounding variable or residual has a normal distribution or not (Gujarati and Porter, 2009). The assumption of normality is a very important requirement in the significant test of the regression coefficient. This research used the Kolmogorov-Smirnov method on testing the normality of the data. In conducting the Kolmogorov-Smirnov Normality Test, if the significance value (Sig.) is greater than 0.05, the research data is normally distributed.

Multicollinearity Test
Multicollinearity test aims to test whether in a regression model there is a correlation between independent variables (Gujarati and Porter, 2009). Multicollinearity can be seen from the tolerance value and the Variant Inflation Factor (VIF). If the tolerance value is more than 0.10 and the VIF value is less than 10, it means that there are no symptoms of multicollinearity.

Heteroscedasticity Test
The heteroscedasticity test in principle wants to test whether a group has the same variance among the members of the group. Measurement of heteroscedasticity test using SPSS software. If the significance 0.05 then there is no heteroscedasticity. On the other hand, if the significance value is 0.05, heteroscedasticity occurs.

T-Test
The significance test is a procedure used to test the truth or error of the null hypothesis of the sample (Gujarati and Porter, 2009). H_0: probability $\geq$ level of significance (0.05), means that the independent variable does not influence on the dependent variable. H_a: probability $\leq$ level of significance (0.05), means that the independent variable does have influence on the dependent variable.

F-Test
Significant means that the relationship that occurs can apply to the population (Gujarati and Porter, 2009). The hypothesis used in the F test is H0: probability $\geq$ level of significance (0.05), means that simultaneously there is no effect of independent variables on the dependent variable, Ha: probability $\leq$ level of significance (0.05), means that simultaneously there is an effect of the independent variable on the dependent variable.

Coefficient Determination (R²)
In a regression analysis, the coefficient of determination (R2) is used to determine the best level of accuracy, which is expressed by the magnitude of the coefficient of determination (R2) between 0 (zero) and I (one).

Multiple Regression Analysis
Multiple regression is a statistical technique for analyzing the connection between a single dependent variable and multiple independent variables. Multiple linear regression model is shown in the following equation:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Description :
Y   : Purchase intention
X_1 : Korean Wave
X_2 : Brand Ambassador
X_3 : Brand Image
α   : Constant
$b_{1,2,3}$: Regression Coefficient
e   : Standard Error

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RESULT AND DISCUSSION

Validity Test Result

All indicator statement items from the Korean Wave (X1), Brand Ambassador (X2), Brand Image (X3), and Purchase Intention (Y) variables have a pearson correlation value greater than r table, namely 0.195 (level sig 5%). It mean the entire item statement of the research variable is valid.

Reliability Test Result

The results of the reliability test of Korean wave, brand ambassador, brand image, and purchase intention variables can be seen in the following:

Table 2. Reliability Test Result

Variable	Alpha Cronbach	N of Item	Critical Value	Status
Korean Wave	.906	8	0.60	Reliable
Brand Ambassador	.898	8	0.60	Reliable
Brand Image	.903	8	0.60	Reliable
Purchase intention	.893	8	0.60	Reliable

Source: Literature Data (2022)

According to the table above, each variable, such as Korean wave, brand ambassador, brand image, and purchase intention, has a Cronbach's alpha value more than 0.60. These findings revealed that the elements of the statement of all variables utilized in this research were reliable. This criterion indicates that respondents' responses to questionnaire statements have been consistent throughout time.

Normality Test Result

To find out whether the data is normally distributed, the Kolmogorov-Smirnov Test is used and each variable such as Korean wave, brand ambassador, brand image, is larger than the critical value of 0.05. This demonstrates that the data is normally distributed.

Multicollinearity Test Result
Table 3. Multicollinearity Test Result

Variable	Tolerance	VIF	Status
Korean Wave	.492	2.033	Multicollinearity Free
Brand Ambassador	.422	2.371	Multicollinearity Free
Brand Image	.582	1.719	Multicollinearity Free

Source: Literature Data (2022)

According to the table above, shows that the value of tolerance for each variables, Korean wave have 0.492 tolerance value, brand ambassador have 0.422 tolerance value, and brand image have 0.582 tolerance value which is more than 0.10 and the value of VIF for each variables, Korean wave have 2.033 VIF value, brand ambassador have 2.371 VIF value, and brand image have 1.719 VIF value which is less than 10, it means that there are no symptoms of multicollinearity. Which also means that there is no correlation exists between the independent variables.

Heteroscedasticity Test Result
Table 4. Heteroscedasticity Test Result

Variable	Sig.	Critical Value	Status
Korean Wave	.492	0.05	Heteroscedasticity Free
Brand Ambassador	.422	0.05	Heteroscedasticity Free
Brand Image	.582	0.05	Heteroscedasticity Free

Source: Literature Data (2022)

According to the table above, it can be seen that the results of the test have significant values for each variable, Korean wave have 0.492 significant value, brand ambassador have 0.422 significant value, brand image have 0.582 significant value it means more than 0.05 which are clarified as heteroscedasticity free.

T-Test Result

1. (H$_1$): Korean wave has a positive influence on Purchase intention partially. Korean wave variable has a t-value of 1.965 which is greater than the t-table of 1.988 and a significant value of 0.052 which is less than 0.05. Then H$_a$ is accepted and H$_0$ is rejected. This means that Korean wave has a positive influence on purchase intention.

2. (H$_2$): Brand ambassador has a positive influence on Purchase intention partially. Brand ambassador variable has a t-value of 2.010 which is greater than the t-table of 1.988 and a significant value of 0.067 which is greater than 0.05. Then H$_a$ is rejected and H$_0$ is accepted. This means that brand ambassador has a negative influence on purchase intention.

3. (H$_3$): Brand image has a positive influence on Purchase intention partially. Brand image variable has a t-value of 3.369 which is greater than the t-table of 1.988 and a significant value of 0.050 which is less than 0.05. Then H$_a$ is accepted and H$_0$ is rejected. This means that brand image has a positive influence on purchase intention.

F-Test Result

The results obtained from the tests are f-value = 17.091 and f-table = 2.70. Based on these results, it can be concluded that the f-value is greater than the f-table and has a significance level of 0.000 which is smaller than 0.05. These results show that H0 is rejected and Ha is accepted. Thus, the results of the f-test state that Korean wave (X$_1$), brand ambassador (X$_2$), and brand image (X$_3$) simultaneously have a positive influence on purchase intention.

Coefficient Determination (R²)

The resulting R-value is 0.590, which means that the correlation coefficient between the variables has a strong relationship. The resulting R2-value is 0.348, or it can be said that the influence of all variables, namely: Korean wave (X$_1$), brand ambassador (X$_2$), and brand image (X$_3$) on purchase intention variable is 34.8% and the other 65.2% is influenced by other variables outside this research.

Multiple Regression Analysis Result

Multiple regression analysis was used to determine how much influence the independent variables in this research had on the dependent variable. The results of the analysis shown in the following figure:

Table 4. Multiple Regression Analysis Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.018	4.100		2.931	.004
Korean Wave	.192	.098	.231	1.965	.052
Brand Ambassador	.250	.135	.235	1.854	.067
Brand Image	.232	.117	.214	1.1984	.050

Source: Literature Data

$$Y = 12.018 + 0.192\ X_1 + 0.250\ X_2 + 0.232\ X_3 + e$$

The results of the multiple regression equation above provide the understanding that:

1. The constant (α) of 12.018 means that if the Korean wave (X$_1$), brand ambassador (X$_2$) and brand image (X$_3$) are worth 0, then purchase intention (Y) is influenced by other variables. This purchase intention mathematically the effect is measured numerically by 12.018.

2. The regression coefficient of Korean wave (X$_1$) is positive. This can be interpreted if Korean wave (X$_1$) is increasing, then purchase intention will increase by 0.192 with assumption that other variables are fixed and constant. This variable has positive impact on purchase intention.

3. The regression coefficient of brand ambassador (X$_2$) is positive. This can be interpreted if brand ambassador (X$_2$) is increasing, then Purchase intention will increase by 0.250 with assumption that other variables are fixed and constant. This variable has positive impact on purchase intention.

4. The regression coefficient of brand image (X$_3$) is positive. This can be interpreted if brand image (X$_3$) is increasing, then purchase intention will increase by 0.232 with assumption that other variables are fixed and constant. This variable has the most impact on purchase intention.

Discussion

Korean Wave and Purchase Intention

The test results show that the Korean wave has a positive effect on purchase intention. It has a positive effect, meaning that if there is an increase in the Korean wave, the purchase intention will increase. This is because many millennials think that the Korean wave has effect on purchase intention, although there is a lot of enthusiasm for South Korean culture and products that are related to Korean culture. This is in line with and supports the theory that the Korean cultural industry appears to be something that is attractive to the public and is able to generate profits. The results of this study are in line with research conducted by Tjoe and Kim (2016) which shows that the Korean wave can also have a positive effect on purchase intention, which is in line with the hypothesis that the researcher made above.

Brand Ambassador and Purchase Intention

The results obtained in this study indicate the brand ambassador as a variable that has a positive influence on purchase intentions, meaning that if there is an increase in the brand ambassador, the purchase intention will increase. This is not in line with the theory that a brand ambassador is a person or group of people who work in an organization or company that has the task of playing a role in promoting a product or service brand. Brand ambassadors are given the task to demonstrate the company's identity in appearance or performance, attitudes, values and ethics. The key aspect of brand ambassadors lies in their skill to implement promotional strategies that can encourage customers to buy products more often or in larger volumes. The appointment of a brand ambassador is usually based on the positive image it has so that it can represent the overall product image. Where it is expected that a positive image from the brand ambassador can increase purchase intention. The results of this study are in line with the research of Nurunnisha, Roespinoedji and Roespinoedji (2021), which shows according to the findings of this study brand ambassador has positive and no significant effect on purchase intention

Brand Image and Purchase Intention

The results obtained in this study indicate the brand image as a variable that has a positive influence on purchase intention meaning that if there is an increase in the brand ambassador, the purchase intention will increase. This is in line with and supports the theory that brand image creates credibility and reputation which are factors that can influence consumer interest in buying the brand. Brand image is a collection of information, relationships, or beliefs that consumers hold in their memories about a brand that describes product quality that can influence consumers' purchase intentions. A good brand image will increase consumer loyalty and encourage consumer willingness to buy a product. The more positive the consumer's perception of the superiority of a brand, the stronger the purchase intention and consumer purchasing decisions. This study is in line with Nisbah (2018) that brand image has positive effect on consumer purchase interest.

CONCLUSION AND RECOMMENDATION

Conclusion

The following conclusions may be reached based on the results and discussion of the influence of the Korean wave, brand ambassador, and brand image on purchase intention:
1. The findings indicate that the Korean wave has a positive impact on purchase intention. It is possible to argue that if the Korean wave has increase than it will increase on purchasing intention.
2. According to the study's findings, the brand ambassador has a negative significant influence on purchase intentions. Brand ambassadors can be regarded to play a crucial influence in influencing purchase intention.
3. The findings indicate that brand image has a statistically significant positive impact on purchase intention. It may also be stated that brand image has a significant impact on purchasing intent.
4. The findings indicate that the Korean wave, brand ambassadors, and brand image all have a positive impact on purchase intention.

Recommendation

Based on the research that has been done above, the recommendations that can be given are as follows:
1. Based on the results of the study, it is clear that in increasing the purchase intention of a consumer, a good brand image is needed with a brand ambassador who can bring the brand in accordance with the image of the product represented, as well as with the existence of a culture such as Korean culture or the Korean wave

which can be a mistake, one factor complements the brand ambassador and brand image to increase the purchase intention of a consumer.

2. It is envisaged that it would expand educational seminars and training linked to consumer behavior for all students in order to meet the purpose of developing a local and global business that can be realized and beneficial in the future.
3. Future researchers is envisaged that new variable such as brand awareness or brand relationship, samples, difficulties, or titles would be employed to solve more problems.

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