# Influence of Brand Ambassador, Korean Wave And Promotion on Product Purchase Interest Somethinc in the Semarang City Community

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## ARTICLE INFORMATION

## ABSTRACT

This study uses a type of quantitative research with multiple linear regression analysis methods and accidental sampling. Furthermore, data collection procedures include making questionnaires and analyzing data using SPSS 20 by testing validity, reliability, classical assumptions, multiple linear regression analysis, and hypothesis testing. The results of this study indicate that all independent variables, namely brand ambassador (X1), promotion (X3), have a positive and significant effect on buying interest (Y); on the other hand, the Korean wave (X2) has no effect and is significant to buying interest (Y) partially and simultaneously. Based on the coefficient of determination of 0.501, the brand ambassador, Korean wave, and promotion variables account for 50.1% of the purchase intention variable. Other variables outside those not explained in this study accounted for 49.9% of the total.

**Keywords:** Purchase Intention, Brand Ambassador, Korean Wave, Promotion

## INTRODUCTION

The emergence of new sectors that produce almost the same goods makes commercial competition between industries even more intense in this era of digitalization. Therefore, to compete in the global market, entrepreneurs must use a variety of tactics. To succeed in competition or survive in the business world, entrepreneurs must have strong creative abilities. Through creativity, they can produce goods that meet the needs of consumers and encourage them to buy them.

Consumers who are interested in a product and want to own it are said to have buying interest. In (Nurmin & Sabta, 2020), Durianto, 2013. Buying interest has the power to arouse mentally stored motivation, grow into a strong desire, and finally materialize when the buyer's demand is satisfied. Encouragement is something intrinsic within us that forces us to act. Conversely, buyers will avoid the item if the motivation for the product is low. If there is great motivation for an item, then they will be motivated to master the product (Tanjung, 2021).

Using brand ambassadors as a marketing strategy to create human individuality and the commoditization of a product is just one of the ways businesses operate and successfully sell goods to the general public. [Amelia and others, 2023]. The position of brand ambassadors is very important for prospective companies to carry out the marketing plan for a product, because often companies are looking for famous people or public figures who can convince the public to buy the products they provide. (2022) Maulana in (Amelia et al., 2023).

Currently, the Korean wave is popular everywhere, especially in Indonesia. When referring to all aspects of South Korean culture and entertainment, including Korean drama (K-Drama), fashion, music, movies, cosmetics, and so on, the phrase "Korean wave" is most often used (Retno et al., 2023). Chinese media coined the phrase "Korean wave" to describe the surge of South Korean immigration and culture in China in 2002 (Aulia et al., 2021).

Marketing campaigns depend on promotion in addition to product quality. If customers do not feel the product is useful to them or do not listen to you, they will not justify the purchase. According to Tjiptono (1997: 219), in Adisty et al. (2023), Kurniawan and Kunto (2013) stated in (Muhammad Salman et al., 2022) advertising is a communication process with potential buyers in order to introduce a brand and its products or services in the hope that they will make a purchase.

Somethinc is a beauty product from a local Indonesian brand founded by Iren Ursula and established in March 2019. The motivation for giving the name "Somethinc" stems from the commitment of the team and founder to overcome every problem to deliver something to consumers or likened to saying, we will always get something from you. Somethinc chose brand ambassadors to promote its products. NCT Dream was selected as the brand ambassador by Something on January 1, 2022, which is expected to attract customers.

## LITERATURE REVIEW

### Purchase Intention

One indicator of a person's attitude towards an item is purchase intention, which is a great way to measure how they behave towards a particular category of goods, services, or brands. Aulia and Zakky (2021) are explained in (Amelia & Adi, 2023) Purchase interest is the tendency of consumers to be interested in a product because it has an

impact on its quality and information. Although there is no single definition that is widely accepted when discussing purchase intention, many experts define it based on their respective points of view.

### Brand Ambassador
To increase customer interest and boost a company's image, one strategy is to deploy brand ambassadors. Appointed to act as a representative of a business or brand, "Brand Ambassadors" educate the public on various topics related to the promoted product so as to increase sales of the product. Celebrities or other public retailers who are popular with the public are often a source of brand ambassadors (Nadia et al., 2022).

### Korean Wave
Korean wave "Hallyu wave" refers to the expansion of Korean culture to many countries since the 1990s (Nadia et al., 2022). Je Seong & Yuwanto (2014), in (Nadia et al., 2022) state that the entertainment and media industries in South Korea, including music (K-Pop), movies, animation, games, and drama series, are the source of the latest popular culture-spread phenomenon.

### Promotion
Promotion, as defined by Nugraha et al. (2016) in (Amelia & Adi, 2023), is the process of advertising a business's goods to assess suitability, availability, and other factors. In terms of marketing, promotion can be seen as a managerial skill that works well to attract customers, increase revenue, build brands, or achieve other goals. Jatmiko (2013), cited in Adit & Amelia (2023).

### Relationship between variables
 a. Brand Ambassador on Purchase Intention
    Research conducted by Nadia et al. (2022) states that brand ambassadors have a significant influence on buying interest.
 b. Korean Wave on Purchase Intention
    Research conducted by Nadia et al. (2022) states that the Korean wave has a significant influence on buying interest.
 c. Promotion on Purchase Intention
    Research conducted by Amelia et al., (2023) states that promotion has a significant influence on buying interest.
 d. Brand Ambassador, Korean Wave, Promotion to Purchase Intention
    Research conducted by Amelia et al., (2023) aims to determine the effect of brand ambassadors, Korean waves, and promotions on buying interest. So it can be concluded that brand ambassadors, Korean waves, and promotions have a positive influence.

## RESEARCH METHODS

### Independent Variable (Free Variable)
Independent variables are those that can affect or cause the dependent variable (dependent variable) which includes: Brand Ambassador (X1), Korean Wave (X2), and Promotion (X3).

### Dependent Variable
In this study, the dependent variable is purchase intention (Y), which is the variable that is influenced by the independent variable.

**Population**
A population is defined as a generational grouping of components or individuals with certain characteristics that researchers will analyze to draw conclusions (Sugiyono (2011), 119). The target of this research is the users of Somethinc products in the Semarang community.

**Sample**
According to Sugiyono (2011), a sample is a description of the population that will be used for research purposes. According to Sugiyono (2008: 57), 30-500 respondents are a good range for Nanda, 2019. For this study, the number of samples used was 100.

**Data Collection Methods**
This method involves looking for data and information needed in research. So the method of data collection using questionnaires was used to collect data for this study. Questionnaires are a common method of data collection in which individuals are asked to respond to statements or questions obtained from research.

**Analysis Method**
In this study, we used SPSS. The data will be processed into tables, and conclusions will be used to determine the results of the analysis.

## RESULTS

**Description of Research Objects**
The sample of this study was people between the ages of 18 and 33 who had tried and purchased a particular item. There were 100 respondents, and they can be categorized by age and gender. In this study, the sample selected by the researcher was given a questionnaire that served as the main source of data. A series of questions regarding brand ambassadors, Korean Wave, and encouragement of interest in buying certain products among Semarang City residents were included in this data.

**Demographic Characteristics of Respondents**

**Tabel 1.** Frequency of Respondents Based on Gender

| No | Gender | Frequency | Percentage |
|---|---|---|---|
| 1 | Famale | 86 | 86% |
| 2 | Male | 14 | 14% |
| Total | | 100 | 100% |

Source: Primary data processed, 2024

Table 1 above provides the following information: of all respondents, 86 respondents had a female proportion of 86% and 14 respondents had a male proportion of 14%. This shows that consumers using Somethingnc are dominated by women because many women pay more attention to care.

**Age Description of Respondents**

**Table 2.** Age categories of respondents

| No. | Age | Number of Respondents | Percentage (%) |
|---|---|---|---|
| 1 | 18 - 21 Years | 34 | 34% |
| 2 | 22 - 25 Years | 56 | 56% |
| 3 | 26 - 29 Years | 6 | 6% |
| 4 | 30 - 33 Years | 4 | 4% |
| Total | | 100 | 100% |

Source: Primary data processed, 2024

Based on table 2 above, 100 respondents, or 100% of the sample were obtained. In the age group of 18 - 21 years old there were 34 respondents or 34% of the sample, 22 - 25 years old 56 respondents or 56% of the sample, 26 - 29 years old there were 6 respondents or 6% of the sample, while 30 - 33 years old there were 4 respondents or 4%. This shows that respondents aged between 21 and 23 years old are more numerous and indicates how they can maintain their skin health, help delay aging, and prevent various skin problems.

**Brand Ambassador**
The product quality variable in this study is measured through 5 indicators. The results of the responses regarding product quality variables can be seen in the following table :

**Table 3.** Brand Ambassador Scores

| Indicator | STS | | TS | | RG | | S | | SS | | Amount | N | average |
| | F | S | F | S | F | S | F | S | F | S | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X1.1 | 1 | 1 | 5 | 10 | 27 | 81 | 41 | 164 | 26 | 130 | 386 | 100 | 3.86 |
| X1.2 | 0 | 0 | 2 | 4 | 20 | 60 | 49 | 195 | 29 | 145 | 405 | 100 | 4.05 |
| X1.3 | 0 | 0 | 0 | 0 | 19 | 57 | 52 | 208 | 31 | 155 | 420 | 100 | 4.20 |
| X1.4 | 0 | 0 | 1 | 2 | 23 | 69 | 52 | 208 | 24 | 120 | 399 | 100 | 3.99 |
| Total Average | | | | | | | | | | | | | 4.03 |

Source: Primary data processed, 2024

From table 3 explains that the respondents' answers to the Brand Ambassador variable (X1) can be seen with a total average of 4.03 which can be categorized as "high". This proves that the Brand Ambassador variable has been rated well by respondents.

**Korean Wave**
The product quality variable in this study is measured through 5 indicators. The results of the responses regarding product quality variables can be seen in the following table:

**Table 4.** Korean Wave Scores

| Indicator | STS | | TS | | RG | | S | | SS | | Amount | N | average |
| | F | S | F | S | F | S | F | S | F | S | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X2.1 | 0 | 0 | 1 | 2 | 22 | 66 | 48 | 192 | 29 | 145 | 405 | 100 | 4.05 |
| X2.2 | 0 | 0 | 1 | 2 | 27 | 81 | 41 | 164 | 31 | 155 | 402 | 100 | 4.02 |
| X2.3 | 1 | 1 | 1 | 2 | 27 | 81 | 43 | 172 | 28 | 140 | 396 | 100 | 3.96 |
| X2.4 | 0 | 0 | 1 | 2 | 13 | 39 | 59 | 236 | 27 | 135 | 412 | 100 | 4.12 |
| Total Average | | | | | | | | | | | | | 4.04 |

Source: Primary data processed, 2024

The results from table 4 explain that the respondents' answers to the Korean Wave variable (X2) can be seen with a total average of 4.04 which can be categorized as "high". This proves that the Korean Wave variable has been rated well by respondents.

**Promotion**
The product quality variable in this study is measured through 5 indicators. The results of the responses regarding product quality variables can be seen in the following table:

**Table 5.** Promotion Scores

| Indicator | STS | | TS | | RG | | S | | SS | | Amount | N | average |
|-----------|---|---|---|---|---|---|---|---|---|---|--------|-----|---------|
| | F | S | F | S | F | S | F | S | F | S | | | |
| X3.1 | 0 | 0 | 2 | 4 | 21 | 63 | 47 | 188 | 30 | 150 | 405 | 100 | 4.05 |
| X3.2 | 0 | 0 | 3 | 6 | 24 | 72 | 49 | 196 | 24 | 120 | 394 | 100 | 3.94 |
| X3.3 | 1 | 1 | 2 | 4 | 19 | 57 | 44 | 176 | 35 | 175 | 412 | 100 | 4.12 |
| X3.4 | 0 | 0 | 7 | 14 | 22 | 66 | 42 | 168 | 29 | 145 | 393 | 100 | 3.93 |
| | | | | | Total Average | | | | | | | | 4.01 |

Source: Primary data processed, 2024

The results of table 5 provide an overview of respondents' responses to the Promotion variable (X3), resulting in a total average of 4.01 responses which are included in the "high" category. This proves that the Promotion variable has been rated well by respondents.

**Purchase Interest**

The product quality variable in this study is measured through 5 indicators. The results of the responses regarding product quality variables can be seen in the following table:

**Table 6.** Purchase Interest Scores

| Indicator | STS | | TS | | RG | | S | | SS | | Amount | N | average |
|-----------|---|---|---|---|---|---|---|---|---|---|--------|-----|---------|
| | F | S | F | S | F | S | F | S | F | S | | | |
| Y1 | 1 | 1 | 9 | 18 | 29 | 87 | 41 | 164 | 20 | 100 | 370 | 100 | 3.70 |
| Y2 | 4 | 4 | 20 | 40 | 18 | 54 | 31 | 124 | 27 | 135 | 357 | 100 | 3.57 |
| Y3 | 1 | 1 | 4 | 8 | 30 | 90 | 36 | 144 | 29 | 145 | 388 | 100 | 3.88 |
| Y4 | 0 | 0 | 3 | 6 | 32 | 96 | 36 | 144 | 29 | 145 | 391 | 100 | 3.91 |
| | | | | | Total Average | | | | | | | | 3.77 |

Source: Primary data processed, 2024

Table 6 presents the results of respondents' responses to the Purchase Interest (Y) variable. It was proven that respondents gave a total average of 3.77 answers which were included in the "high" category. This proves that the promotion variable has been rated well by respondents.

**Validity Test**

**Table 7.** validity test

| No. | Variables | | r Count | r Table | Description |
|-----|-----------|--|---------|---------|-------------|
| 1 | Brand | Indicator X1.1 | 0.752 | 0.195 | Valid |
| | Ambassador | Indicator X1.2 | 0.789 | 0.195 | Valid |
| | | Indicator X1.3 | 0.800 | 0.195 | Valid |
| | | Indicator X1.4 | 0.820 | 0.195 | Valid |
| 2 | Korean | X2.1 Indicator | 0.815 | 0.195 | Valid |
| | Wave | X2.2 Indicator | 0.818 | 0.195 | Valid |
| | | X2.3 Indicator | 0.745 | 0.195 | Valid |
| | | X2.4 Indicator | 0.713 | 0.195 | Valid |
| 3 | Promotion | Indicator X3.1 | 0.729 | 0.195 | Valid |
| | | Indicator X3.2 | 0.850 | 0.195 | Valid |
| | | Indicator X3.3 | 0.830 | 0.195 | Valid |
| | | Indicator X3.4 | 0.723 | 0.195 | Valid |
| 4 | Purchase | Indicator Y.1 | 0.764 | 0.195 | Valid |
| | Intention | Indicator Y.2 | 0.770 | 0.195 | Valid |
| | | Indicator Y.3 | 0.839 | 0.195 | Valid |
| | | Indicator Y.4 | 0.747 | 0.195 | Valid |

Source: Primary data processed, 2024

From table 2, it is clear that the calculated r values of all indicators are positive and greater than r table. as a result, it can be said that the investigation is considered valid.

**Rebality Test**

**Table 8.** Reliability test

| No. | Variables | Cronbach Alpha | Alpha | Description |
|---|---|---|---|---|
| 1 | Brand Ambassador | 0.791 | 0.60 | Reliable |
| 2 | Korean Wave | 0.773 | 0.60 | Reliable |
| 3 | Promotion | 0.785 | 0.60 | Reliable |
| 4 | Purchase Intention | 0.775 | 0.60 | Reliable |

Source: Primary data processed, 2024

From the reliability test table, it is clear that the Cronbach Alpha value> 0.60 for Brand Ambassador = 0.791, Korean Wave = 0.773, Promotion = 0.785, and Purchase Intention = 0.775. Thus, it can be seen from the table that this research can be trusted.

**Multiple Linear Regression Test**

**Table 9.** Multiple linear regression test

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| | (Constant) | .809 | 2.057 | | .393 | .695 |
| 1 | Brand Ambassador | .0604 | .121 | .478 | 4.979 | .000 |
| | Korean Wave | -.093 | .093 | -.071 | -1.000 | .320 |
| | Promotion | .372 | .115 | .308 | 3.218 | .002 |

Source: Primary data processed, 2024

From table 4, it can be explained that one possible interpretation of the constant value of 0.809 is that the dependent variable is 0.809 and the independent variable is 0. The increasing brand ambassador variable is associated with a decreasing purchase interest variable; this is indicated by the positive (+) regression coefficient value of 0.604 for the brand ambassador variable. The Selling Interest variable will increase along with the increase in the Korean wave variable, because the regression coefficient value of this variable is 0.093 which is negative (-). The promotion variable has a positive regression coefficient value of 0.372 which indicates that an increase in the promotion variable will cause an increase in the purchase intention variable.

**Tes- T**
The purpose of the t test is to determine whether the dependent variable (purchasing interest) is significantly influenced to a certain extent by the independent variable regression model (brand Ambassador, Korean wave, and promotion). The significance level of this test is 0.05. The t test results are displayed in the table below:

**Tabel 10.** T – Test

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | .809 | 2.057 | | .393 | .695 | | |
| | Brand Ambassador | .604 | .121 | .478 | 4.979 | .000 | .546 | 1.830 |
| | Korean Wave | -.093 | .093 | -.071 | -1.000 | .320 | .988 | 1.012 |
| | Promosi | .372 | .115 | .308 | 3.218 | .002 | .551 | 1.816 |

Source: Primary data processed, 2024

Based on the table above, it can be seen that the calculated t value for brand ambassador is 4.979, because the calculated t value is 4.979 < sig 0.05, then buying interest is significantly influenced by the Ambassador brand variable, while the Korean wave variable t value is -1.000 > sig 0.05, then buying interest is not significantly influenced by the Korean wave variable, and the t calculated promotion value is 3.218 < sig 0.05, then buying interest is strongly influenced by promotional variables.

## DISCUSSION

**The Influence of Brand Ambassador Variables on Buying Interest**
The brand ambassador variable shows that it has a positive and large influence on purchase intention based on the findings of testing the first hypothesis. In this study, it shows that brand ambassadors have an effect on purchase intention based on a significance value of 0.000 <0.05, rejecting H0 and accepting Ha. This shows that the company is trying to attract customers and build a positive brand image so that customers know about its products, but has not succeeded in attracting customers. This shows that the company is trying to attract customers and build a positive brand image so that customers know the product, but has not succeeded in attracting customers.

This is in line with the research of Amelia and Adi (2023) with the title "The Effect of Brand Ambassadors, Korean Wave, and Promotion on Student Purchase Interest in Nature Republic Products" which explains that the brand ambassador variable, brand image has a positive effect on buying interest.

**The Influence of Korea Wave Variables on Purchase Intention**
The findings of the first hypothesis test show that the Korean wave variable has a negligible and unfavorable influence on purchase intention. This shows compliance with KPIs and has an impact on interest in purchasing goods. In this study, Korean wave has no effect on purchase intention because the significance value of 0.320> 0.05 indicates that H0 is accepted and Ha is rejected. This shows that Korean wave or Hallyu culture does not spread Korean culture so that it can reduce customer interest in buying Korean products.

This is in line with the research of Nadia et al in 2022 entitled "The Effect of Brand Ambassadors and Korean Wave on Consumer Purchase Interest in Certain Beauty Products in Indonesia" explaining that the Korean wave variable has a negative and insignificant effect on buying interest.

**The Effect of Promotion Variables on Buying Interest**
Based on the test results, the promotion variable which is the basis for the first hypothesis has a significant and positive effect on purchase intention. This is shown in accordance with the indications and influences consumers' desire to buy these goods. In this study that the substantial value of 0.002 <0.05 causes rejection of H0 and acceptance of Ha. Therefore, it can be said that advertising can be used to attract or influence decisions between sellers and buyers at all levels of society in order to gain purchase intention.

This is in line with the research of Monica Angelia and Umu Khouroh (2023) with the title "The Role of Sales Promotion "Korean Wave" as a Mediator of Brand Ambassadors with Consumer Purchase Interest in "Somethinc" Products" which explains that sales promotion has a positive effect on brand Ambassador buying interest and negatively on buying interest.

## CONCLUSIONS

1. Purchase intention is positively and significantly influenced by the brand ambassador variable. This means that in the presence of a brand ambassador, consumers tend to buy products offered by celebrities who are brand ambassadors.
2. The Korean wave variable on purchase intention is negatively affected and can be ignored. This means that companies can look for other brand ambassadors in order to attract the attention of consumers, and can consider collaborating with South Korean celebrities.
3. Purchase interest is positively and significantly influenced by promotional variables. This means that this promotional theater can influence consumers to take advantage of the products or services offered.
4. The Korean Wave variable has a negative and negligible influence on purchase intention, but the brand ambassador variable, namely promotion, has a positive and considerable influence.

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