T.R.
ISTANBUL SABAHATTIN ZAIM UNIVERSITY
GRADUATION EDUCATION INSTITUTE
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MARKETING STRATEGY ADAPTATION: THE IMPACT OF THE KOREAN WAVE ON INDONESIA'S LOCAL COSMETIC PRODUCTS

MA THESIS

Fadhilah WIMANDA

Istanbul

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This study has been approved in partial fulfillment of the requirements for the MA Degree in Business Administration program.

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DECLARATION OF SCIENTIFIC ETHICS AND ORIGINALITY

This is to certify that this MA thesis titled "**Marketing Strategy Adaptation: The Effect of Korean Wave on Indonesian Cosmetic Products**" is my own work and I have acted according to scientific ethics and academic rules while producing it. I have collected and used all information and data according to scientific ethics and guidelines on thesis writing of Sabahattin Zaim University. I have fully referenced, in both the text and bibliography, all direct and indirect quotations and all sources I have used in this work.

Fadhilah WIMANDA

Istanbul, July 2025

ACKNOWLEDGEMENTS

Firstly, I would like to express my gratitude and thank **Allah the Almighty**, who has given me the pleasures and opportunities, as well as all the trials and wisdom in every journey of seeking knowledge.

Secondly, to my most excellent supervisor, Assoc. Prof. Dr. Haşmet GÖKIRMAK, for his continuous guidance and support throughout this thesis. Without his patience and support, this thesis would not have been possible.

Furthermore, I would like to give my special thanks to Prof. Dr. Ruslan NAGAYEV and Dr. Özgür KÖKALAN for their supportive and thoughtful behaviour during the enjoyable MA courses. And I would like to thank all the teachers who participated in this study and helped me.

Finally, thank you so much to my mom, Dra. N Latifah, and my siblings for their support, encouragement, and motivation throughout this thesis. Last but never the least, my beloved supporter Ozan Ozdemir, thank you for your endless support and dua through the thesis and everything.

Fadhilah WIMANDA

Istanbul, July 2025

ABSTRACT

MARKETING STRATEGY ADAPTATION: THE IMPACT OF THE KOREAN WAVE ON INDONESIA'S LOCAL COSMETIC PRODUCTS

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Master of Business Administration

Thesis Advisor: Assoc. Prof Dr. Haşmet GÖKIRMAK

July, 2025 – 92 Pages

The cosmetic industry is one of the substantial industries that has shown resilience and plays an important role in the global market while continuing to grow. Not only does the beauty industry serve as a key business sector, but it also plays a significant role in cultural and social practices by influencing beauty standards and self-expression. Beyond local beauty standards, the influence of overseas beauty trends driven by cultural exports makes the cosmetic market more challenging. One of the most popular foreign cultures recently embraced by Indonesian customers is the 'Korean wave,' which will be the topic of this study. This study aims to determine the effect of the Korean wave on Indonesian local cosmetic products, using a quantitative method with questionnaires as the data collection method.

This research consists of four variables: Korean Wave and Brand ambassador as independent variables, Brand Image as a mediation/intervening variable, and customer purchase intention as the dependent variable. The data has been analysed with path analysis and mainly using SPSS v.30 (Statistical Program for Social Science). The result of the analysis shows that the direct and indirect path of the variable has a significant effect on customer purchase intention. The brand image has successfully mediated the relationship between the brand ambassador and customer purchase intention. On the other hand, the Korean wave variable has a greater effect through its direct impact on customer purchase intention.

Keywords: Marketing adaptation, Korean wave, brand ambassador, brand image, Indonesian cosmetics, customer purchase intention.

ÖZET

Pazarlama Stratejisi Adaptasyonu: Kore Dalgasının Endonezya'nın Yerel Kozmetik Ürünleri Üzerindeki Etkisi

Fadhilah WIMANDA

Yüksek Lisans, Lisansüstü Eğitim Enstitüsü, Isletme Bölümü

Tez Danışmanı: Doç. Dr. Haşmet GÖKIRMAK

Temmuz, 2025 – 92 Sayfa

Kozmetik sektörü, büyümeye devam ederken küresel pazarda direnç gösteren ve önemli bir rol oynayan önemli sektörlerden biridir. Güzellik endüstrisi sadece kilit bir iş sektörü olarak hizmet etmekle kalmaz, aynı zamanda güzellik standartlarını ve kendini ifade etmeyi etkileyerek kültürel ve sosyal uygulamalarda da önemli bir rol oynar. Yerel güzellik standartlarının ötesinde, kültürel ihracatın yönlendirdiği denizaşırı güzellik trendlerinin etkisi, kozmetik pazarını daha zorlu hale getiriyor. Son zamanlarda Endonezyalı müşteriler tarafından benimsenen en popüler yabancı kültürlerden biri, bu çalışmanın konusu olacak olan 'Kore dalgası'dır. Bu çalışma, veri toplama yöntemi olarak anketler ile nicel bir yöntem kullanarak, Kore dalgasının Endonezya yerel kozmetik ürünleri üzerindeki etkisini belirlemeyi amaçlamaktadır.

Bu araştırma, bağımsız değişken olarak Kore Dalgası ve Marka elçisi, aracılık/müdahale değişkeni olarak Marka İmajı ve bağımlı değişken olarak müşteri satın alma niyetine yönelik olmak üzere 4 değişkenden oluşmaktadır. Veriler yol analizi ile ve ağırlıklı olarak SPSS v.30 (Statistical Program for Social Science) programı kullanılarak analiz edilmiştir. Analiz sonucu, değişkenin doğrudan ve dolaylı yolunun müşteri satın alma niyeti üzerinde önemli bir etkiye sahip olduğunu göstermektedir. Marka imajı, marka elçisi ile müşterinin satın alma niyeti arasındaki ilişkiye başarılı bir şekilde aracılık etmiştir. Öte yandan, Kore dalga değişkeni, müşteri satın alma niyeti üzerindeki doğrudan etkisi nedeniyle daha büyük bir etkiye sahiptir.

Anahtar Kelimeler: Pazarlama adaptasyonu, Kore dalgası, marka elçisi, marka imajı, Endonezya kozmetiği, müşteri satın alma niyeti.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

SPSS : (Statistic Packets For Social Seciences) Sosyal Araştırmalar İçin İstatistiksel Program Paketi

K-pop : Korean Pop Music

CHAPTER I

INTRODUCTION

1.1. Background

The Republic of Indonesia, which comprises 17,000 islands within a maritime region, is known for its rich cultural diversity, reflecting its historical openness to foreign influences. Its strategic location along ancient trade routes has allowed the exchange of goods, ideas, and cultural practices from various civilizations, including Hinduism, Buddhism, Islam, and Christianity. This history has fostered remarkable adaptability within Indonesian society, enabling it to integrate a variety of foreign influences while maintaining its distinct cultural identity (Wijaya, 2023).

Historic Hindu and Buddhist kingdoms, such as Sriwijaya and Majapahit, created a syncretic culture that combined local traditions with external influences. The spread of Islam through trade and the establishment of Islamic sultanates further enriched this cultural mix (Abbott, 2017). Additionally, the era of colonization in Indonesia under the control of European nation-states, namely Portugal, the United Kingdom, and mainly by the Netherlands (1602-1942), brought European cultural elements skillfully woven into local customs. This layering of histories continues to shape Indonesia's national identity today (Viartasiwi et al., 2021). This blending has enhanced artistic expression and fostered resilience in Indonesian identity, allowing it to evolve while staying rooted in its historical context.

Today, globalization is driving significant changes in lifestyles across Indonesia. The rapid influx of foreign cultures through mass media, the internet, and increased travel has made various cultural elements more accessible. As a result, consumption patterns are changing, with international brands and modern products becoming more popular, especially among youth and the middle class (Wijaya, 2023). This shift raises essential questions about how globalization affects local identity. As Indonesians embrace foreign products and ideas, they navigate a complex landscape where traditional values and contemporary influences coexist. This often leads to a hybrid identity that reflects both global trends and local heritage.

A notable example of this cultural exchange is the expansion of Korean culture, a cultural affair that has captivated audiences worldwide in recent years. South Korea

has successfully shared its culture through entertainment, including Korean dramas and Korean pop songs, as well as fashion, beauty, and food. This cultural export has significantly boosted South Korea's global image and economy, demonstrating the power of cultural diplomacy. The Korean Wave began to gain traction by the late 1990s, particularly with K-pop's popularity in China and other Asian countries. However, it was in the early 2000s that Hallyu became a global phenomenon, largely due to the availability of Korean dramas and films on streaming platforms and the internet.

In Indonesia, the Korean Wave has reshaped entertainment preferences and influenced many local fashion and beauty standards. As Indonesian audiences embrace K-pop stars and Korean dramas, they also redefine their cultural landscape, blending Korean influences with local traditions. This interaction highlights the ongoing evolution of Indonesian identity in a globalized world, where cultural exchange fosters both integration and differentiation.

Accordingly, the Korean Wave's origin has given rise to the phenomenon. The government of South Korea aimed to trade its cultural goods, electronics, and food products. The country has intentionally transformed the culture itself as an economic industry. Simultaneously, the government has proposed to provide subsidies for cultural sectors (Chua and Iwabuchi, 2008, 28). Furthermore, to promote further the continuity of the Korean culture wave, industry representatives have also been granted low-interest loans by the government (Ravina 2009, 4).

As opposed to many Western musicians, Korean celebrities and their admirers are deeply connected through online events, apps, or social media, as a fan service. Moreover, K-pop companies have discovered an excellent way to provide their fans with the experience of an impression to speak with their idol directly. This indicates parasocial interaction (PSI), an audience’s psychological connection with performers (Korean celebrities) through the mass media, television, and online media. According to a TFR survey of the genre's followers, “the fans have purchased record albums, concert tickets, unauthorized goods, access to online events and premium content, and products that Korean celebrities consume”. People frequently purchase them to support their favourite celebrities, expand their collections, or simply feel good about themselves (Fany et al. l, 2022, 1-2).

According to Ravina (2009, 2009,4), the Korean officials has utilized their pop culture as soft power entity in order to boost exports by using Korean pop music and TV dramas, like "Gangnam Style" by PSY, and so on. In (Shim, 2006, 1), The Word "Hallyu" (Korea Wave) is mainly used to mention a kind of popular Korean entertainment and culture overseas. The dynamic character of trade patterns may be captured by using cultural items as a stand-in for cultural ties between trading partners. Since cultural exchange occurs quickly, but other elements like shared language, colonial history, and ethnic relationships take years to develop (Park, 2015, page number).

Tjoe and Kim (2016), the Indonesian Statistics Organization reports that since 2010, Indonesia and South Korea have dramatically improved their balance between their trade, especially the significant value of the Korean Wave phenomenon that grew popular in Indonesia during this period, which saw a huge increase in imports from South Korea. The Korean Wave phenomenon is being used to promote and advertise Korean goods that have been making their way across Indonesia, including smartphones, televisions, electronics, food products, and beauty products.

People wonder why Korean celebrities identify with natural beauty, characterized by fair and glowing skin, which has led them to their beauty standard and has become the Asian beauty standard (Sun et al, 2016). Customers who are influenced by culture, social groups, and family have an important element in knowing customer buying patterns. Understanding their lifestyle is essential for forecasting consumer behaviors. The lifestyle depicted in Korean dramas, films, music, and other forms of mass media by celebrities they admire produces a desire for aesthetics, which drives customer purchasing intentions for cosmetics that include celebrities they admire.

According to Park (2015: 15), “the majority of Korean beauty products are mostly exported to Asian countries such as Japan, China, Thailand, Indonesia, Malaysia, as well as to America and Russia, which are two unexpected countries”. Besides the rapid Korean wave currently happening all over the world, especially in Indonesia, it has significantly influenced the economic level of competition in both countries, such as the entertainment, fashion, food, and cosmetic industries. The competition between local cosmetic and Korean cosmetic products has encouraged several local cosmetic brands to take action to enhance their brand image and value by utilizing the Korean wave strategy with Korean celebrities. Such as Azarine, Somethinc, Y.O.U beauty,

Whitelab, Scarlett Whitehing brands, and many more brands that use Korean celebrities as their brand ambassador, also embraced Korean beauty standards as their brand image.

However, much previous research often looked at Korean cosmetics rising in Indonesia as part of the Korean wave, rather than at Indonesian local brands. Recently, many local cosmetic brands have used the Korean Wave strategy to compete for survival. Therefore, this research attempts to investigate whether local cosmetic products can implement the Korean wave to increase their brand image, which leads to customer purchase intention.

1.2. The Problem Statement

The fact that the Korean wave has introduced numerous Korean products into various Indonesian industries, such as food, clothing, and particularly cosmetics, and has stirred the interest of local consumers, creating diversity and turning into a competitive edge in the Indonesian cosmetics industry. As mentioned in a report from Euromonitor International (2021), the market share of Korean cosmetics in Indonesia increased from 2.8% in 2015 to 4.1% in 2019. Consequently, many domestic brands have attempted to imitate the trend to regain consumers' attention and enhance their brand image. For example, Wardah, a local halal cosmetics brand, launched a K-pop-inspired makeup line called "Wardah x BCL" in collaboration with a popular Indonesian singer and actress. This research object aims to study whether the Korean wave, Korean Brand ambassador implementation, has a substantial effect on consumer purchasing intentions, using brand image as an intervening variable.

1.3. The Research Questions

According to the data explanation background, the researcher identifies the following problems:

1. Do Korean wave and Korean brand ambassadors significantly impact brand image toward local products?
2. Do Korean wave and brand ambassadors significantly impact customer purchase intention toward local products?
3. Does brand image positively mediate the connection among the Korean wave, brand ambassadors, and customer purchase intention towards local products?

1.4. The Research Objectives

1. To find out whether the Korean wave and Korean brand ambassadors have a direct influence on the buying desire toward local products.
2. To find out the influence of the Korean wave with Korean brand ambassadors on local brand image.
3. To find out how brand image positively mediates the correlation between the Korean wave, Korean brand ambassadors, and customer purchase intention towards local products.

1.5. The Importance and Originality of the Thesis

This study explores the potential of the "Korean wave" as a marketing strategy to escalate the brand value and consumer purchase intentions of local Indonesian cosmetic brands that use Korean celebrities as their brand ambassadors. The Korean wave is a phenomenon of global fame and influence on Korean culture, specifically entertainment and beauty. The early research has only shown "the Korean wave has a positive effect on customer purchase intentions on Korean cosmetics" (Park, 2015; Tdjoe and Kim, 2016; Son and Kijboonchoo, 2016; Sun et al., 2016; Setyani and Azhari, 2018). However, this study examines how the Korean wave can benefit local products rather than Korean ones.

The study explores the following variables: the Korean wave variable, which measures the level of exposure and preference for Korean culture among consumers; the brand ambassador variable, which measures the level of attractiveness and credibility of Korean superstars as their Brand ambassadors or endorsers. Brand Image variable, which moderates the relations among the Korean wave variable and consumer purchase intentions, measures the likelihood of buying local cosmetic products featuring Korean celebrities as endorsers. The research scope is limited to consumers who purchase local cosmetic products that utilize Korean celebrities as their brand ambassadors.

1.6. The Significance of the Research

The study aims to develop the existing information and benefit the relevant stakeholders. This research aims to provide value in the following ways:

- For further study, it can serve as a point of reference to develop the understanding and awareness of the impact of the Korean wave and the purpose of brand ambassadors on brand image and purchasing decisions.
- For companies or brands in marketing agencies, it can provide information and evaluation materials for them to assess how the Korean wave and brand ambassadors influence brand image and purchasing decisions.
- For the reader, it can be a beneficial reference for future research in this field or related topics.
- For the writer, it can broaden the writer's knowledge about marketing strategy and its implications.

1.7. Structure of the Research

The design materials utilized in this research are presented to give a comprehensive outlook of this study's content. The writing systems applied in this research will be organized into five chapters with this following:

The first chapter will discuss the introduction and the general discussion of the consumer phenomenon as variables in this research, the scope of this research, the rationale of the research, the original participation of this research, and the research question, including the hypothesis of this research.

This second chapter will explain the theoretical information on the Korean wave, brand ambassador, customer purchase intention, literature review, research relevance, research hypotheses, and research framework.

The third chapter represents the research methodology, research design, place and time, types of sources of data, the data gathering techniques, research variables, operational descriptions, and the methods utilized for data evaluation in this research.

The fourth chapter discusses the sector, offering an overall picture of the research object, an overall view of the respondents, the results of the descriptive analysis methods applied, and the discussion of the findings.

The final chapter presents the findings obtained from the study, which led to the following conclusions and offers beneficial recommendations for the company and future analysts.

CHAPTER II

LITERATURE REVIEW

The global market offers more business opportunities for companies that globalize their value chain activities and reduce international trade barriers. However, they also face more competition from other businesses that seek to enter the global market. The critical aspects for success in global businesses are deciding whether to standardize or localize their marketing programs, as market environments and business cultures vary significantly across countries. Marketers use different strategies to retain existing customers and attract new ones, such as economical prices, corporate cooperation, mass media promotion, and celebrity endorsement.

Celebrity endorsement is a common strategy in the beauty industry, where the appearance and reputation of famous people influence consumers. One of the regions that has a strong influence on the beauty industry is South Korea, which has been exporting its cultural products, such as film, drama, and pop music, since the 2000s. This Hallyu phenomenon is notable as the 'Korean Wave'. One aspect of Hallyu that has gained many fans and consumers is the Korean beauty industry, or K-beauty. K-beauty is known for its innovative products, high-quality ingredients, natural formulas, and affordable prices. K-beauty products also reflect the Korean aesthetic values of flawless skin, natural makeup, and a youthful appearance by adding K-beauty product placement into drama, film, and music shows that expose them to the Korean way of life and inspire them to adopt it.

Since the massive number of Korean fans has gradually increased, many more Korean products have been exported to Indonesia, impacting the level of competition between local cosmetics and Korean cosmetic products in Indonesia. Rather than avoiding this phenomenon, use it as an advantageous strategy to survive in the current phenomenon by encouraging several local cosmetic brands to take the lead to enhance their brand image and value by utilizing the Korean wave strategy with Korean celebrities. As a result, local cosmetic or skincare brands use product placement in Korean dramas and try to position their brand by collaborating with South Korean artists to promote their products. Several local skincare brands have partnered with famous South Korean artists as their brand ambassadors. An example, Azarine Cosmetics has worked with actor Lee Min Ho, MS Glow Juice Moisturizer with Cha Eun Woo from the Astro

group, Scarlett with the girl group TWICE, and actor Song Joong Ki, Whitelab with Sehun from the EXO group, Somethinc with the boy group NCT Dream, and Everwhite with actor Kim Seon Ho (Selamet et al., 2022, pp. 145-146).

However, not everyone agrees with this strategy of local skincare brands. Some people argue that Korean artists' skin types do not represent the skin of Indonesians well and that local skincare brands should choose brand ambassadors who share similar characteristics with their target market. They think selecting Korean artists as brand ambassadors is inappropriate and ineffective (Selamet et al., 2022, pp. 145-146).

On the other hand, selecting Korean artists as brand ambassadors is a smart move for local skincare brands. They believe loyal fans will buy skincare products endorsed by their favorite idols regardless of the specific contents and ingredients of the products. They think celebrity endorsement has a strong influence on influencing consumer behavior and that local skincare brands are taking advantage of this trend to increase their market share (Ramadanty, 2020; Wijayanti et al., 2023, p. 224)

Nevertheless, not everyone agrees with this strategy of local skincare brands. Some people argue that Korean artists' skin types do not represent the skin of Indonesians well and that local skincare brands should choose brand ambassadors who share similar characteristics with their target market. They think selecting Korean artists as brand ambassadors is inappropriate and ineffective (Selamet et al., 2022, pp.145-146). This chapter presents the theoretical foundation and previous research related to the Koren wave, brand ambassador, brand image, and customer purchase intention, with a focus on their relevance to Indonesian local cosmetic products.

2.1. Theoretical Framework

2.1.1. Korean Wave

Hallyu's popularity is not by chance. The word "lyu" in "hal + lyu" refers to a massive wave that moved away from oversimplified political and economic ideologies and toward more varied cultural and civilizational paradigms in the period following the Cold War era. The Korean culture, which developed concurrently with a popular culture influenced by the West, is a significant force in East Asian popular culture rather than a marginal agent of modernity. Also, rather than being a wealthy state and a force of power. Instead, it relies on 'soft power'—which the public follows when they feel positively toward it and are drawn to its appeal. A big shift happened from

hard power to soft power, which is why Korean pop culture, as “attractiveness,” grabs the attention of Chinese youth. Like the author said, it is definitely not a hard power of “a wealthy state and a force of power, instead a “soft power” that society accept if only they feel good and captivated themselves. What makes K-pop culture “as attractiveness as the phenomenon” are takes the obsession and loyalty of Chinese youngsters to “power shift” from hard power to soft power (Lee, 2011).

According to (Kim, b 2015), the driving force behind Hallyu lies in the cultural industry, which leverages emotion and pleasure as value-added components to captivate audiences. The term Hallyu first came as “hanliu” in Chinese. The Chinese press media coined the word first in the late 1990s as a symbol of Korean culture to portray the rapid popularity in China. Opinions on K-pop culture vary widely across different audiences. The phrase Hallyu (Korean Wave) is both a cultural trend and a cultural product, reflecting the global range and influence of South Korean popular culture, particularly in China. In Chinese, Hallyu is interpreted in two ways: (1) “韓流” (hanliu), meaning the Korean cultural wave, and (2) “寒流” (hanliu), meaning a cold current, metaphorically suggesting a chilling or overwhelming force entering China. Additionally, the term “韓迷” (hanmi)—combining “Korea” (han) and “mania” (mi)—is used to describe the passionate fan culture surrounding K-pop in China. This duality in terminology reflects both admiration and ambivalence toward the Korean cultural influx. The quality of Hallyu is perceived as high, given its widespread appeal and sophisticated production values (Kim, b, 2015)

According to the Korean Culture and Information Service 2011: 11 (Kim, b 2015). “The words 'Koreana Wave’ or Hallyu were coined by the Chinese media further than a decade ago to point out the attractiveness of Korean Pop culture in mainland China and have been developing since the 1990s until the present day.

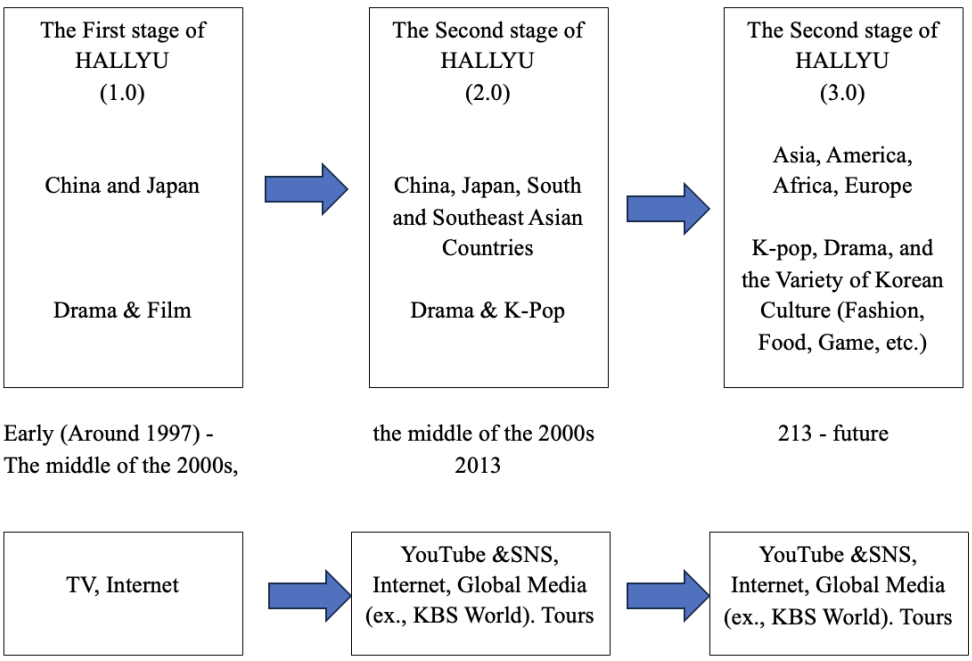


Figure 2.1: Korean wave Stage

Source: Anti Hallyu in East Asia, 2014.

Since the first move of Korean pop culture came to Japan and China successfully, due to the extensive variety of shared cultural tropes. The widespread popularity of Korean culture began as a result of the Korean TV producers' having not just replicated but also ingeniously appropriated and taken over Japanese TV dramas, thereby making Korean youth dramas popular all over East Asian markets, including Japan (Iwabuchi 2008, 153).

Hallyu has evolved into a global phenomenon and has become one of the largest Korean exports and a characteristic of soft power that enhances the image and influence of South Korea in the world. "One of the key factors that contributed to the emergence and expansion of the Korean culture wave is the expansion of Korean media industries and technologies. According to Ariffin (2013: 22-23), the Korean government invested heavily in the production and distribution of Korean cultural content, including TV dramas, movies, and music. Moreover, Yecies in Reimeingam (2014: 16) argues that the Korean Wave demonstrated both a broad global reach and a profound cultural impact that leverages digital platforms and social media to reach global audiences. As a result, Korean media products have become widely accessible and attractive to consumers worldwide. The Korean Wave functions as a strategic tool for business expansion and market penetration, involving collaborative efforts by

promotion, publication, and corporate entities to market and commercialize Korean culture (Lee, Scott, and Kim 2008; Kim et al. 2008). Since the spread of culture has become popular across the globe, the number of groups seeking similar lifestyles and consumption behaviors is increasing, even if they live in different countries.

As a global cultural exchange becomes more widespread, global marketing activities are gradually increasing by requiring an understanding of how consumers react to other forms or countries' cultures (Kim and Park 2020, 208). This situation has prompted the market segmentation research to explore the Korean Wave consumers' lifestyles, which could significantly offer valuable insights into the marketing strategic decision-making processes.

2.1.1.1.Korean Wave Indicators

According to Rahmiati, Lita, and Cho (2012), this study analyzes the cultural waves' impact of being spread across social media, particularly the Korean Wave, on shifts in consumer behaviour. It identifies several key indicators associated, including:

a) Understanding

   This refers to the initial recognition or exposure to Korean culture through mass media. It includes how familiar people are with Korean dramas, music, fashion, and celebrities. Awareness is the first step in the process of understanding a deeper cognitive engagement with Korean culture. It includes the ability to interpret and relate to Korean values, behaviours, and social norms. This stage often leads to a more meaningful connection with the culture.

b) Attitude and behaviour

   This indicator measures how exposure to the Korean Wave shapes opinions and actions. It includes changes in preferences, such as choosing Korean products, adopting Korean fashion, or learning the language. It reflects the behavioural outcome of cultural influence.

c) Perception

   Perception refers to how individuals evaluate or interpret Korean culture. It includes judgments about quality, modernity, and desirability. Positive perceptions often lead to favorable attitudes toward Korean goods. "The perception of Korean culture fans of having good perceptions towards Korea with their products is usually tied with the Korean TV Dramas. Therefore, most of the admirers will

utilize these products and believe that all products originating from South Korea are presumed to have high quality (Phuong, Vu Thi, 2019).

d) Feelings

This captures the emotional connection to Korean culture. It includes admiration for K-pop idols, emotional investment in K-dramas, and an emotional connection to the Hallyu community. Passion is a strong motivator for consumer behaviour.

e) Frequency of exposure

This measures how often individuals engage with Korean media and culture. Frequent exposure reinforces awareness, knowledge, and emotional connection, making it a key driver of cultural influence.

Furthermore, Korean lovers prefer to purchase cosmetic/skincare products that are encouraged by Korean culture. Those are shaped with consumers' perceptions of the product's quality, which is associated with Korean culture, and are perceived as having a higher quality than those from other companies. The selection of brand ambassadors is usually made to symbolise the preferences, aspirations, or requirements that consumers can accept easily. They are generally represented by the mascot, professional leaders, or religious leaders (John E. and Kennedy and R. Dremawan Soemanegara, 2006: 135).

2.1.2. Brand Ambassador

Wang et al. (2016), said a figure of brand ambassador or celebrity endorser is a brand advocate who facilitates a solid emotional bond between the brand and the consumers and indirectly enhances the product image through endorsement. The brand ambassador also demonstrates the product's usage and benefits and persuades consumers to choose this product over others. Goutam (2013) defines a brand ambassador as a representative who acts as a spokesperson for a brand or company. Shimp (2007: 302) describes a celebrity endorser as an individual who is an artist, entertainer, athlete, or public figure with high public recognition and who endorses a product or service. MacInnis, Rao, and Weiss (2002) believe that product sales are increasingly influenced by advertising media, particularly through the strategic use of brand ambassadors. These ambassadors serve as key communicators between companies and the public, enhancing brand visibility and credibility and thereby contributing to increased consumer engagement and sales performance. (Lea-Greenwood, 2012).

The utilization of famous people and celebrities as ambassadors for goods and products has always been an economic attraction due to their positive image. According to Doucett (2008: 82) in his book, “A brand ambassador is someone who genuinely supports the brand, actively shares their enthusiasm for it, and often promotes it voluntarily.” This implies that someone who has a passion and knowledge of the brand, who also introduces and even volunteers to provide information about the brand. Similarly, Shimp (2003: 460) asserts that celebrities are increasingly being positioned as the face of brands, with artists frequently featured as advertising figures across various media platforms, as well as television, social media, and print media. Moreover, celebrities are hired due to their famous title, including talent, good looks, courage, grace, strength, and their sexual appeal often reflects the aspirational attractiveness associated with the brands they endorse.

Olapic commissioned a CITE study in 2017. A survey was conducted involving 4,000 social media users across the United States, the United Kingdom, Germany, and France between November 13 and November 21, 2017. The applicants ranged in age between 16 and 61 years old.

The influencer criteria within the following state:

- An individual with a following of over 10,000 people on social media.
- Someone who collaborates with brands to endorse or advertise their products.
- A person who voluntarily shares their positive experiences with a product.
- A recognized authority or specialist in a particular area.

The study results show that Internet users follow the influencers, but their thoughts are different based on their cultural, gender, and age. Nevertheless, Internet users aged between 55 and 61 were unfamiliar with the concept of an influencer.

Perceptions of influencers vary by region. In the U.S., they are seen positively as community-appreciated figures. While in Europe, they are seen more as brand-sponsored individuals. Users distinguish influencers from regular users based on follower count, posting frequency, and content quality.

2.1.2.1.Brand Ambassador Indicator

Usually, Brand ambassadors are usually drawn from well-known public figures like celebrities, actors, actresses, singers, and musicians. While celebrity status can

enhance a brand's visibility, not all brand ambassadors are celebrities; some are influential individuals recognized within their respective fields. Therefore, there are several indicators in selecting a Brand Ambassador, as disclosed by Lea-Greenwood (2012), which are:

a) Transference

A celebrity endorsement of a brand related to their profession can influence consumers' perceptions and behaviours. Greenwoods (2012) suggests that when consumers use or buy the same product endorsed by a celebrity, they will feel the same emotions as the celebrity. For instance, when athletes endorse sports brands such as Adidas or Nike, consumers who buy or use these products may feel that they have the same skills as the celebrity. Likewise (McCracken 1989; in Gbadmosi, 2019, p.181) proposes the meaning transfer theory to explain how celebrities transfer various meanings to the products or services that they endorse through their cultural and personal attributes. He argues that celebrities' effectiveness as endorsers stems from the cultural meanings that consumers attribute to them, such as attractiveness, talent, charisma, or strength.

b) Suitability

Refers to the compatibility between brands and celebrities who will be chosen as brand ambassadors. Celebrities should be suitable and trustworthy in the eyes of consumers and should be able to convince them that they use these products. Consumers should not doubt that celebrities use these products, even though they know celebrities are also paid. Moreover, celebrities can damage the brand image if they use other brands, even when not in front of the camera. Therefore, a crucial consideration is selecting a celebrity that matches the brand's characteristics.

c) Credibility

This is how consumers perceive a source (ambassador) as being familiar with the subject, expertise, or experience and trust that source (ambassador) to deliver objective and honest information. According to Sutrisna et al. (2017, p. 10), the credibility of a person or figure who understands their field will be more effective and persuasive than someone who does not. The message conveyed will also be readily accepted if the person delivering the message is knowledgeable in that field.

d) Attraction

This refers to both the physical and non-physical appeal of a brand ambassador, which can increase consumer support for the associated product.. Thomson et al. (2005) suggest that consumers are tent to develop an emotional attachment toward the brand ambassador if they have a strong connection. The emotional bond with a celebrity often translates into increased brand loyalty among consumers, which is beneficial for the health of the brand's relationship with the consumer. According to some scholars, extending brand loyalty is essential in modern marketing (Kim & Joung, 2016; Mazzuchelli et al., 2018), and creating brand attachments with consumers is believed to play a crucial role in fostering brand loyalty.

e) Power

This charisma derives from the celebrity and enables them to influence consumers to buy or use products. Power authority can be interpreted as someone who can influence other people's behaviour, individuals or groups, to achieve goals. Soekarno and Iskandar (2015, p. 27) state that the basis of power, according to Chung and Leon C.C., consists of position, reward, coercive power, expert power, charisma, and association. From the explanation of these characteristics, it can be inferred that power is based on certain personality traits or high authority that can inspire and influence subordinates or followers.

There are several steps involved in choosing a brand ambassador based on their appeal, starting with the credibility of a celebrity or brand ambassador. Their skills and confidence level can evaluate the credibility of a celebrity. Next, the suitability of the celebrity with the public is essential because they will represent the product, which is why choosing a brand ambassador among celebrities can help the product reach the market segment. The suitability of a celebrity with a brand also matters, and a company should look for a celebrity who shares the values and goals of the product they will sell.

After that, a company needs to consider the attraction of the celebrity in order to choose a brand ambassador, because this is a crucial factor. The attraction of the celebrity is reflected in their loyalty, gesture, and speech, and these factors will support the objectives that a company wants to achieve in an advertisement. Lastly, a company needs to consider other influences that may affect the choice of a brand ambassador.

In this study, only a Korean Brand ambassador will be considered, who typically refers to a Korean celebrity or public figure, such as a K-pop idol, actor, or influencer, who is chosen to represent and promote a brand, product, or even a country to international audiences.

2.1.3. Brand Image

2.1.3.1. Definition of Brand

The brand is an attribute that has a comparative element used in commercial activities, such as photos, numbers, letters, colors, and other elements described in the Indonesian brand Law No. 15 of 2001.

Tjiptono in Venessa & Arifin (2015) revealed that a brand is a seller's pledge to consistently offer consumers specific characteristics, benefits, and services. “A brand can bear six stages of meaning: Culture, Attributes, Benefits, Values, Personality, and Usability”. Meanwhile, Kotler & Keller (2016) concluded that a brand is a product with a dimension that differentiates it from others and is intended as a substitute.

Bailey & Milligan (2022) mention that a brand is not purely the name of a company or a product; it also effectively reflects the human tendency to use brands as a means of self-labeling and expressing how they wish to be perceived. It creates a paradigm in which we are looked at by what we purchase. Brands offer a wide variety of colors, interests, and preferences, which can assist consumers in making purchasing decisions, especially since alternative brands are easily accessible in the market. AMA (Association Management Indonesia) defines a brand can be performe as a characteristic that can take the form of a symbol, logo, or term as a label that differentiates from the other competing products. Based on the AMA definition, Fandy Tjiptono explained further that what was stated by the AMA regarding the mark was used as a reference in the Trademark Law No. 20 of 2016, Article 1, paragraph 1, which explains that the dimensions used in trading activities are for the sake of other products (Astuti, 2022,11).

Furthermore, Kotler & Keller (2016) said that brands are essential in optimizing consumer activities. Moreover, the finances of a company, a convincing brand, can show certain qualities. As a result, consumers who are willing to show their loyalty by choosing products again easily, brands also have meaning and are an essential part of their self-label.

2.1.3.2.Definition of Brand Image

A refers to the perception and belief that is formed in the minds of the public is usually generated from their memories and experiences of certain associations. The strong experiences and memories of these consumers then create a strong brand image and provide significant benefits for a product, so that it will create a competitive advantage in the market. Therefore, brand image can be defined as consumer understanding of a brand that is formed through their experiences both before and after consuming a product (Kotler and Keller, 2012: 315). Accordingly, it can be concluded that a brand will be considered important to consumers if the brand actor understands what consumers experience and absorbs a lot of information and data from them.

A brand is a complex symbol that can convey six levels of understanding (Kotler and Keller, 2012: 316):

a. Attributes: a brand's own specific features, in the way consumers think.
b. Benefits: current characteristics must be translated into functional and emotional benefits.
c. Values: Brands also express the values of the maker or producer.
d. Culture: Brands can represent a specific culture.
e. Personality: brands can be both a projection and a specific personal one.
f. User: The brand can impress certain types of consumers.

Meanwhile, according to Setiadi (2013: 109), Brand Image symbolizes a brand's overall perception and is formed from information and experience of the brand. The image of the brand is associated with attitudes, which include their point of view and preferences toward the brand. Buyers with a clear brand image will have more potential to make a purchase.

2.1.3.3. Brand Image Indicator

Experts, such as Kotler, have found several indicators. In general, Brand image is a positive image of the product brand that the company tries to address in the minds of consumers. Consumers consider brands when choosing or assessing the brand image of a product with a positive impression in their field, such as product reputation and superiority, and easy recognition.

According to Kotler and Armstrong (2012: 216), a compelling brand image can reflect three things, namely:

a) Build a characteristic product and offer a value method.
b) Giving the product's unique character that can be differentiated from its opponents.
c) Gives emotional strength with rational strength.

In this study, the indicator that the measured aspects of a brand image by Kotler & Keller (2012: 189), consist of the following:

a) Strengths: Product strength is an advantage possessed by a physical product brand that is not found in other product brands.
b) Uniqueness: The uniqueness of a product, namely the level of product differentiation from its competitors. Consumers obtain this impression for a product's attributes that other products do not have.
c) Favorable: The brand's advantage is the convenience of a brand product that is easy for consumers to pronounce and remember, and the product becomes a consumer favorite.

2.1.4. Customer Purchase Intention

According to (Kotler & Keller, 2016,102), Purchase Intention is a type of consumer pattern that involves consumers ' wishes to buy or choose a product based on experience, use, and desire for a product. Moreover, (Stevina et al., 2015, page number), Purchase Intention is driven to buy a brand based on the suitability between purchase motives and the attributes or characteristics of the brand. Purchase Intention can be measured through the Preference dimension, namely consumer purchasing plans for a product, desire refers to consumer confidence in a product and possibly refers to the possibility of consumers as a predictor of future buying behaviour.

According to Eagly in the journal (Bimantari, 2019), Purchase Intention is an intention with the existence of a consumer's motivation for feelings or plans that consciously carry out specific behavioral actions. Based on some of the definitions that have already been explained, the researcher can summarize that Purchase Intention is a desire/intention to buy/own something based on the experience of use, brand characteristics, and motivation.

2.1.4.1. Factors Influencing Purchase Intention

Nainggolan & Heryenzus (2018), The main influencing factors of Purchase Intention are product quality, price, and service quality. Shahnaz & Wahyono (2016) revealed

that psychology is one of the main factors influencing Purchase Intention. Psychology is based on motivation, perception, knowledge, and attitude. In addition to psychological factors, social factors are one of the main factors influencing Purchase Intention. It is based on family, social status, and preference groups. Besides psychological and social factors, the marketing mix is one of the influencing factors.

Several factors influence Purchase Intention, according to Widodo (2019), including:

a. Awareness: A condition in which consumers become sensitive to a product/service. That is due to the excellent way marketing is carried out, either through soft selling, carried out continuously, or hard selling, constantly given.
b. Knowledge: A condition in which a product/service is known and understood by many people. That is caused by good branding that is right on target.
c. Favorite: consumers will tend to try something that makes them interested, it is a first assessment that will determine whether there is an interest or not from consumers.
d. Preferences: A condition where consumers begin to choose between products. Products/services that interest them.
e. Confidence: A feeling that convinces someone to buy/have a product/service that they have determined.
f. Purchase: Consumers took action after owning a solid belief in a product/service they had specified.

As Dharmmesta (1998) believes in the theory of planned behavior, the main consideration is emphasized on how a person's desire is in carrying out a behavior because it is a factor that forms an attitude towards other factors. In this case, there are several considerations regarding the Purchase Intention variable. First, desire is regarded as the catcher or intermediary of motivational factors that influence behavior. Second, desire indicates level of person effort. Third, desire also points out person in forming plans. Lastly, desire usually have a connection to a person's subsequent attitudes.

From this opinion, it can be concluded that Purchase Intention is a situation where a person is in the subjective possibility dimension, which includes the relationship between the person themselves and several actions.

2.1.4.2.Purchase Intention Indicators

As claimed in the journal by Benowati & Purba (2020), Purchase Intention has several indicators. First, a person's desire to obtain goods (Transactional Interests). Second, the consumer's willingness to recommend goods to others (Referential Interest). Third, the consumer's desire to provide a description of their preferences for products but the choice that consumers prefer may change overtime (Preferential Interest). Fourth, the consumer's attitude based on their efforts in gathering information about a product describes the extent of their interest in the product (Explorative Interest).

Whereas in Bimantari (2019), Purchase Intention has three indicators, including:

a) The desire to buy: desire is an urge that every human has to get something. Several factors, including experience and motivation, can cause this urge.
b) Opportunity to buy: Obtaining something that is very difficult to obtain is a matter of pride. The better the chance of getting something, the greater the Purchase Intention that will arise.
c) Consumers will never forget to repurchase experience, which is the main component in the emergence of a Purchase Intention. The better and more memorable the experience an item/service provides, the greater the Purchase Intention that will appear.

According to Spears & Singh's research results (2004), indicators of Purchase Intention include:

a) Not interested *or* interested.
b) Have no intention to buy *or* intend to buy.
c) Shallow *or* high interest in buying.
d) Really, do not buy *or* absolutely buy.
e) Likely not to buy or likely to buy it.

According to Widodo (2019), indicators of customer purchase intention are divided into three categories, including:

1. Interest

Definite desire is based on an interest, both visually and non-visually. The more attractive a product or service is, the greater the Purchase Intention will be generated.

2. Differentiation

Differentiator of a product/service from other products/services is one of the bases for forming a Purchase Intention.

3. Quality

An item/service that has good quality will leave an unforgettable experience an unforgettable experience will create motivation, and a motivation will bring up a Purchase Intention.

2.2. Path Analysis

The analysis technique is coined by Sewall Wright in 1934, as cited in Huwaida (2023). Wright is a geneticist, introduced path analysis to study cause-and-effect hypotheses using correlation (Wright, 1934). His approach involves breaking down correlations into several interpretations, presenting a profound comprehension of the correlations between variables. Furthermore, path analysis is strictly linked to multiple regression. Indeed, multiple regression can be considered a definite method of path analysis which similarly recognized as causal modelling.

The labelling is derived from the premise that path analysis enables consumers to assess theoretical propositions about cause-and-effect associations without manipulating variables. Manipulation of variables involves applying treatment to several variables during their measurement. The primary hypothesis of this model argue that some variables have a strong interconnectedness with each other (Sarwono, 2012: 1).

Path analysis is a statistical technique used to test causality among variables. Although path analysis is an extension of regression analysis, it differs in that it allows for testing with mediating or intervening variables. The impact of independent variables over dependent variables in this analysis can be either direct or indirect.

This differs from the regression model, where the impact of independent variables over dependent variables stands only direct. The indirect effect of an independent variable on a dependent variable occurs through another variable, known as an intermediate or intervening variable (Kadir, 2015a:239-240). According to Sarwono (2012:18), the purposes of using path analysis are to:

a. Examine the relationship between variables based on an a priori model.
b. Explain why variables correlate using a temporal sequential model.

c. Develop and test a mathematical model using the underlying equation.
d. Identify the causal path from one variable to the other variables it affects.
e. Calculate the magnitude of the impact of one or more exogenous (independent) variables on endogenous (dependent) variables.

2.3. Literature Review

The previous findings from previous studies regarding these subjects in Imani and Martini (2021) reveal that the Korean wave and Korean brand ambassadors have an influence on customer purchase decisions toward Korean cosmetics. On the other hand, Iqliman and Saraswati (2022) report that one of Indonesia's food products, "Kopiko," using product placement in one of the Korean dramas, namely Vincenzo, had a 40.4% impact on consumers' purchase intentions by Indonesian viewers. This indicates the possibility of applying the Korean wave as a marketing strategy for local cosmetics by using Korean culture itself.

Not to mention Tjoe and Kim (2016), studies about 'Ethnocentrism' and 'Country-of-Origin Image' pointedly influenced consumer buying intention concerning Korean goods in Indonesia.

There are numerous studies on the products from the study's country of origin, Korea (Table 2.1). However, none of these studies have investigated the utilization of the Korean wave by local brands or its impact on our cosmetic brands. The objective of this research is to analyse whether the use of the Korean wave and brand ambassadors in Indonesian cosmetic products has a prominent influence on customers' purchase intentions. The author utilizes Brand Image as a variable for moderation, with the hope that this analysis will prove beneficial for our local cosmetic industry.

Table 2.1: Literature Review

No	Research Title and Author	Finding	Method	Similarities	Differences
1	The Influence Of Brand Ambassador On Brand Image And Consumer Purchasing Decision: A Case Of Tous Les Jours In Indonesia. Felicia wang, and evo sampetua hariandja. (2016).	This research presents a positive change in brand image and consumer purchasing behavior of Tous Les in Indonesia, influenced by the brand ambassador, Kim Soo Hyun an actor from South Korea, serving as the brand ambassador.	The process operated in this exploration is quantitative, with a questionnaire as a data assortment method. Questionnaires are tested by smart-pls3.	we both use the variables brand ambassador, brand image, and customer purchase	the difference is: using more variables, namely the Korean wave variable and using different objects where in this research use several indonesia local cosmetic brands. While they use Korean brand or products as a study case.
2	The Effect of Korean Wave on Consumer's Purchase Intention of Korean Cosmetic Products in Indonesia Fandy Zenas Tjoe, Kyung-Tae Kim (2016)	This study presents the results of testing Indonesian consumers' purchase intention, which is significantly influenced by factors such as ethnocentrism, the Korean Wave, and the country of origin of the product. However, the test of another factor, namely the image of the country, did not have a significant effect on Indonesian consumers' purchase intention	The process operated in this exploration is quantitative, with a questionnaire as a data collection method	we both use the variables independent "Korean Wave" and variable dependent "customer purchase"	the difference is using more difference variables, brand Ambassador, variable brand image and using different objects whereas in this research we use several indonesia local cosmetic brands. While they use Korean brand or products as a study case.

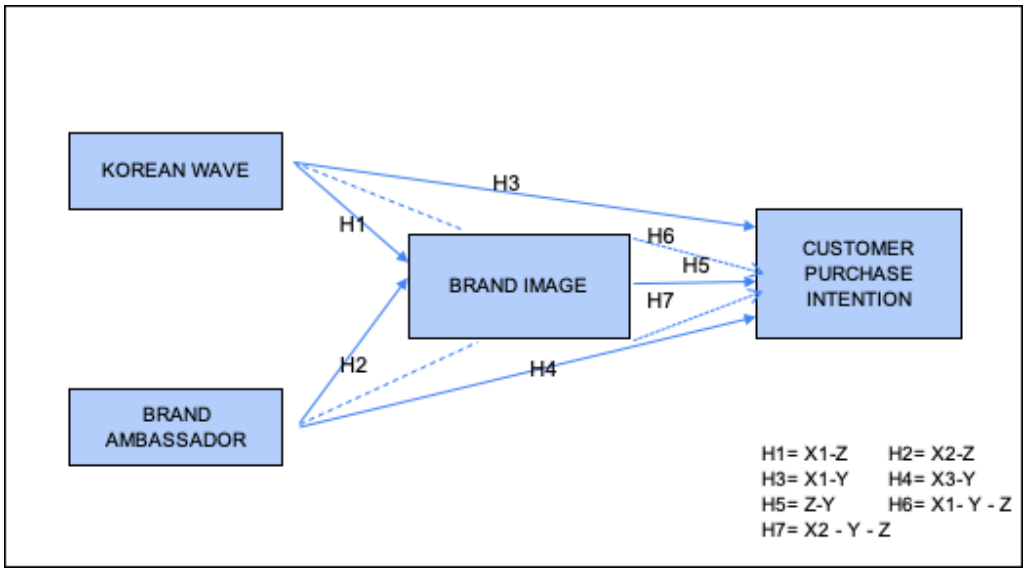
3	The Influence of Brand Ambassadors, Brand Personality, and Korean Waves on Purchase Decisions for Nature Republic Aloe Vera Products. Ayu Sagia , Syafrizal Helmi Situmorang, SE, Msi. (2018)	The results of this study show that the purchase decision for the Korean product Nature Republic at the Faculty of Cultural Studies, University of North Sumatra, is significantly influenced simultaneously by brand personality, brand ambassador, and Korean culture	The method used is quantitative, with an online survey. A collection method was used with 92 respondents. The formula utilized is multiple linear regressions.	we both using Korean wave and Brand Ambassador as variable independent.	the difference is: using brand image as variable moderation. Also using different objects where in this research we use several indonesia local cosmetic brands. While they usse Korean brand or case studys a study case.
4	The Influence of Brand Ambassadors and the Korean Wave on Interest in Online Shopping Through the Tokopedia Marketplace. Yayan Hendayana, Ni'matul Afifah. (2020).	This research on one of Indonesia's marketplaces shows that the brand ambassador variable has a partially positive and significant effect on online shopping interest on Tokopedia. Similarly, the Korean Wave variable also has a positive and significant influence on shopping interest on Tokopedia.	The method used is quantitative, with an oA nline survey. collwas used withtion method to 92 respondents. The technique used is multiple linear regressions.	We both have similarity variable Korean wave and brand ambassador.	The differences is the variable dependen, while I use purchase intention. Also the objek that they use is a marketplace while I use local cosmetic prosuck or brand.
5	Product Placement On Korean Drama As An Effective Tool For Brand Positioning (Case Study: Laneige.	The study found that product placement in the Korean drama Descendants of the Sun significantly contributed to Laneige's brand positioning in Indonesia, with factors such as	The study employed a qualitative phenomenological approach with purposive sampling, collecting data through open-ended	The only thing that similarity is using Korean wave phenomena.	All the variable are different, also we use different object, wihile they use laneige one of the koreand cosmetic brand.

	Dwi Atmi Perwitasari1, Eristia Lidia Paramita2	product packaging, function, quality, brand image, and the presence of a brand ambassador playing key roles in influencing consumer purchase intentions.	questionnaires and interviews with four key informants. The analysis was conducted using triangulation and content analysis, which led to the development of research propositions and a conceptual model		

2.4. Conceptual Framework

In order to understand comprehensively the impact of the Korean Wave and Brand Ambassador on Purchase Intention, with Brand Image as an Intervening variable, a detailed research framework has been developed and illustrated in Figure 2.2. This framework considers various research objectives and provides a comprehensive analysis of the factors that influence consumer purchase intention. By examining these variables and their interrelationships, we can gain valuable insights that brands can effectively leverage the power of the Korean Wave and Brand Ambassador to drive purchase intent and build a strong brand image.

Figure 2.1: Operational Variables



Source: Design by the author, 2024.

Description :

X1= Korean wave

X2= Brand Ambassador

Z = Brand Image

Y = Customer Purchase Intention

This research is divided into two research models, descriptive analysis and quantitative analysis. Descriptive analysis includes the identification of the respondent's characteristics, while quantitative analysis with path analysis and hypothesis testing. After obtaining all the findings, analyze the research results so that the factors that affect the purchase decision are known.

2.5. Hypothesis

Sugiyono (2016: 64) explains that a hypothesis is a preliminary answer to a research problem formulated as a question sentence. It is considered temporary since the answers provided are solely based on theoretical knowledge, without empirical evidence obtained through data collection. This type of research, which formulates hypotheses, employs a quantitative approach. Therefore, the hypothesis formulation for this study is as follows:

2.5.1. Korean wave

As previously discussed, the Korean wave, which can be represented by K-drama and K-pop, has become a well-known phenomenon. There are lots of fans who express their love for this culture, inseparable from the Indonesian state, by buying goods or products related to this culture, which can lead to exposure to the brand itself that uses Korean factors in their brand. Factors including the empathy and sympathy shown through Korean dramas make consumers feel more connected to Korean culture. Starting from this phenomenon, the authors conclude that the Korean wave can also influence customer purchase intention.

H1 = Korean Wave variable will positively influence Brand Image.

H3 = Korean wave variable will also positively influence Customer Purchase intention.

2.5.2. Brand Ambassador

The factors causing the spread of Korean culture cannot be separated from the attractiveness of Koreans characterized by pure white and glowing skin. This has set a beauty standard that has become widely accepted across Asia. These attributes lead fans to consistently follow and use products recommended and used by celebrities who play a role in attracting mass attention through K-drama and K-pop music. According to Sun et al (2016), Korean celebrities are often associated with natural beauty, their idols. Utilizing Korean celebrities as Brand Ambassadors not only enhances brand image but also significantly influences consumer purchase intentions, ultimately driving product sales.

H2 = Korean Brand Ambassador will positively influence Brand Image.

H4 = Korean Brand Ambassador will also positively influence customer purchases.

2.5.3. Brand Image as a variable intervening.

Brand image is the consumer's perception of the brand of a product, which is formed from the information that the consumer obtains through the experience of using the product. Numerous local brands offer natural beauty products inspired by Korean skincare. By incorporating cultural elements into their branding, these brands aim to establish a unique identity that can compete with Korean products. Brand Image, as an intervening variable, can mediate the relationship between the Korean Wave and Brand Ambassador on Customer Purchase Intention. As a result, the working hypothesis is as follows:

H5 = Brand Image variable will positively influence customer purchase intention.

The ongoing influence of the Korean Wave and the role of brand ambassadors, the researcher believes that Brand Image can mediate the impact of these variables on consumer purchase intentions.

H6 = Korean wave variable will positively influence customer purchase intention through brand image.

H7 = Brand Ambassador variable will positively influence customer purchase intention through brand image.

CHAPTER III
RESEARCH METHODOLOGY

3.1. Time and Place

This research used an online survey of Indonesian citizens who use cosmetic or skin care products and have or know Korean culture. This questionnaire was distributed from the beginning of June 08 to June 14, 2023. With an online questionnaire, it becomes convenient for researchers to collect data more efficiently.

3.2. The Types and Characteristics of Research

3.2.1. The Type of Research

This study utilized quantitative methods. The method construed as a research method derived from the philosophy of positivism, utilized to assess several samples. The collected data utilized research instruments and processed by statistical analysis, in order to examine the hypotheses that previously have been established (Sugiyono, 2014: 8).

3.2.2. Characteristics of Research

This research study employs the method of associative research to explore the relationship between variables. Sugiyono (2016: 36) explains that an associative problem is formulated to investigate such relationships. The three types of relationships studied in this research are symmetrical, causal, and interactive/reciprocal. The focus of this study is on the causal relationship, which involves independent variables (those that influence) and dependent variables (those that are influenced).

3.3. Research Data.

According to Sugiyono (2014: 225), data collection in research can use two types of data sources, namely:

Primary Data, According to Sugiyono (2014: 225), primary data refers to the source that directly provides data to the collectors. On the other hand, Kuncoro (2013: 148) defines primary data as data collected through field surveys using original data collection methods.

Secondary Data, data refers to information that is collected and made available to the public by data collection agencies, as explained by Kuncoro (2013: 148). Alternatively, Sugiyono (2014: 225) describes secondary data as a data source that is not directly accessible to data collectors.

This research utilized primary data and secondary data by using questionnaires as primary data. meaning that the information is directly sourced from the participants and was collected by distributing online questionnaires as a research tool. While secondary data is obtained from studying and collecting necessary theories by reading literature, books, research journals, articles, theses, and previous studies related to current research.

3.4. Research Instrument

The questionnaire-based survey method was chosen for his study because it captures the causal relationship between dependent variables and independent variables. Sugiyono (2018) mentions that a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. The types of questions and statements in this research consist of 2 components, namely (A) measuring the identity of the respondent. The data used is age, gender, area of residence, last education, occupation, income, and product purchase frequency, which consist of 7 open questions. (B) List of statements on the influence of the Korean wave, brand ambassador, and purchasing decisions with brand image as an intervening variable. The data used includes Korean wave variables consisting of 5 statements, brand ambassador variables consisting of 5 statements, brand image variables consisting of 4 closed statements, and purchase decision variables consisting of 4 statements. To answer all these variables, 4 answer options are given (strongly agree, agree, disagree, and strongly disagree).

3.5. Research Population and Sample Size

According to Sugiyono (2011: 80), a population is a generalization area consisting of objects or subjects with certain qualities and characteristics determined by researchers for the purpose of study. The population in this study is Individuals who have heard about Indonesian cosmetic products and are exposed to Korean cultural phenomena. However, the population in this research is huge and has no specific number of

populations. Therefore, the “Isaac and Michael” method was used to determine the sample size for this study.

In this study, the researcher used a 5% margin of error with an infinite population size. According to the Isaac and Michael, the sample size with the selected criteria should be 349 respondents. In other words, the researcher needs to collect data from 349 respondents. There were more than 349 respondents, most of whom provided data that met the established criteria and were eligible for inclusion in the research analysis.

3.6. Sampling Technique

The sampling technique utilized in this thesis is non-probability sampling, which provide no equal opportunities for each element (member) of the population to be nominated as a model.

There are five types of non-probability sampling, one of which is Purposive sampling, which is used by researchers. a sampling technique in which samples are collected by providing opportunities for a population that meets the research criteria. (respondent). (Sugiyono, 2016: 85).

For this reason, the criteria utilized to select the sample include:

1. Individuals who possess knowledge of or have an appreciation for Korean culture.
2. Know local cosmetic or skincare products that use Korean celebrities as a marketing tool.

3.7. The Measurement Variable

The scale of data measurement in this research is the Likert Scale that quantify variables such as perceptions, opinions, and attitudes of individual or people regarding social phenomenon. Dermawan (2013:169). However, the Likert scale is also flexible. The number of response options can be determined based on the goals of the research, the nature of the questions, and the characteristics of the target population.

A forced-choice Likert scale is used in this research with the aim of achieving higher clarity, validity, and reliability. According to Combrinck (2024) and Xiau, Liu, and Li (2017), not using a neutral option led to higher response rates, clearer results, and better data quality compared to traditional Likert scales. It also showed stronger reliability and was quicker for participants to complete, making it a useful alternative for surveys aiming to reduce decisive answers. Since this study is marketing research,

it is ideal to use a four-point Likert scale (forced-choice) to decrease bias and reveal clearer consumer preferences. These indicators answer to respective question utilizing a forced-choice Likert scale have levels from highly positive to highly negative, as described in the following words:

1. Strongly agree (4)

2. Agree (3)

4. Disagree (2)

5. Strongly disagree (1)

3.8. Data Analysis Method

Data analysis applies to simplify information into a more understandable format. The quantitative method is utilized to ensure precise measurements of respondents' responses. Allows for the statistical processing of numerical data. Our data analysis was conducted using the SPSS computer application, specifically designed for social science study. Therefore, there are certain methods utilized in this research, namely:

3.8.1. Descriptive Statistical Analysis

It is utilized to give an outlook of respondents' demographics in this thesis and a chronicle of these variables of research (Korean wave, brand ambassador, brand image, and customer purchase intention).

3.8.2. Data Quality Test:

Research that processes variables utilizing questionnaire instruments, the quality of the data must be initially examined. The data examination serves to validate the instruments utilized, so that the processed research data can have the most accurate results possible (Ghozali 2011, 49).

First, "Validity Test" must be conducted to determine the validity of the questionnaire. A questionnaire can be valid if the questions compiled can provide information that is in accordance with what will be measured by it (Ghozali, 2006). Validity test in this thesis is conducted utilizing item analysis. The analysis utilized in this research is Pearson Product-Moment Correlation. If the correlation coefficient (r) is positive and higher than r table, it is appointed that the statement item is valid or legitimate.

Conversely, whether the value is negative or positive but lower than r table, it means that the item is asserted as invalid and shall be deleted.

Second, “Reliability Test” is conducted afterwards and is only applied to questions that have passed validation. This type of test is a questionnaire measuring instrument which is an indicator of a variable or construct. Reliability is related to approximation in a measuring instrument based on consistency and stability between questions and answers when observations are conducted frequently.

The questionnaire becomes reliable when the respondents' responses to the questions are consistent or stable periodically (Ghozali, 2006). In order to determine the reliability of the question items, valid question item testing is conducted through SPSS. The Cronbach's Alpha coefficient formula is utilized as a method in this thesis in order to examine the reliability of the questionnaire.

The criteria for testing the reliability are as follows (Ghozali, 2006):

- 0 = No Reliability
- > .70 = Acceptable reliability
- > .80 = Good reliability
- > .90 = Excellent reliability
- 1 = Perfect reliability

It can be concluded by the following test above:

• Alpha > 0.60 construct (variable) has reliability.

• Alpha < 0.60 construct (variable) does not have reliability.

3.8.3. Classical Assumption Test

This method plays a role in determining the feasibility of the regression model used in this research. The classical assumption test is divided into several types such as the normality test, autocorrelation test, heteroscedasticity test, and multicollinearity test (Saemargani, 2015: 47). Each type of these classical assumption tests has its own role:

3.8.3.1. Normality test

This type of test is conducted to see whether the dependent and independent variables have normal or abnormal distribution in a regression model. Normal (or close-to-normal) distribution is a measure of a feasible regression model (Ghozali 2011: 110).

The graphical method utilized in this thesis is to look at the normal probability graph. This graph compares two distributions, namely cumulative and normal (Ghozali, 2006). The regression model will be considered to meet the assumption of normality as a basis for decision making if the data is spread around the diagonal line as a representation of the normal distribution pattern.

3.8.3.2.Heteroscedasticity Test

This type of test is used to determine whether the residual variance in a regression model is not the same across observations. If the residual variance from one observation to another are constant, it is named as "homoscedasticity". Likewise, if such variances through repeated observations are different, it is named as "heteroscedasticity" (Ghozali, 2011: 125-129).

A decent regression model is the thing that without heteroscedasticity (Ghozali, 2009: 128). Whether there is heteroscedasticity can be determined by looking at the Scatterplot graph between the predicted value of the dependent variable on the X axis, namely ZPRED, and its residual value on the Y axis, namely SRESID. The consideration for decision making can be divided into two options:

a) If the dots scatter above and below zero on the Y axis and do not form a definite pattern, then heteroscedasticity does not occur.
b) If the dots shape a definite regular pattern (wavy, widened, then narrowed), this implies that heteroscedasticity is present in the model.

3.9. Hypothesis Analysis Method

3.9.1. Analysis Multiple Linear Regression

The research hypothesis will be analyzed using statistical techniques, namely, multiple linear regression analysis, which aims to see the consequence of the independent variables on the dependent variable. The regression model utilized:

$$PI = \alpha + \beta_1 KW + \beta_2 BA + \varepsilon$$

Information:

A = constant

B = coefficient. regression

PI = Purchase Intention

KW = Korean Wave

BA = Brand Ambassador

E = coefficient. Error

3.9.1.1. Hypothesis 1 (F test / Simultan)

This test examines the impact of Hallyu and brand ambassadors in driving consumer purchase intentions together (simultaneously). To examine this hypothesis, the F-test analysis was conducted using the following steps:

Statistically formulate a hypothesis

H0: b1 = b2 = b3 = 0, which means the Korean wave and brand ambassadors simultaneously do not influence Consumer Purchase Interest.

Hi: b1 ≠ b2 ≠ b3 ≠ 0, means Korean wave, and brand ambassadors simultaneously influence Consumer Purchase Interest.

Using a level of confidence of 95% and a significance level (α) of 5%. To determine the F table by knowing the degrees of freedom, that is:

Numerator = k – 1

Denominators = n - k - 1

Description: k = total independent variables

n = the number of respondents

The calculated F formula used is:

$$\text{Formula} = \frac{R^2/k}{(1-R^2)/\,(n-k-1)}$$

Information :

Fo = F count

R^2 = coefficient of multiple determination

k = total independent variables

n = the number of respondents

Determine the areas of acceptance and rejection, namely:

Ho is rejected and Hi is accepted, if = F count ≥ F table

Ho is accepted and Hi is rejected, if = F count < F table

3.9.1.2. Hypothesis 2-3 (T test / Partially)

It is used to determine whether the Korean wave and brand ambassadors have a partial influence on Consumer Purchase Interest.

Formula t count: Tc = Sbi / bi

Information : tc = t count

bi = regression coefficient for i

s = standard error

The test criteria are as follows:

1. Statistically formulate a hypothesis
   H0: bi = 0 means Brand, Product Design, and location do not have an influence on Consumer Purchase Interest.
   Hi: bi ≠ 0, means Korean wave, and brand ambassadors have an influence on Consumer Purchase Interest.
2. Using a confidence level of 95% and a level of significance (α) of 5%. In order to calculate the t table with degrees of freedom: df = n-k-1. Where n = number of respondents, k = total independent variables, t table = (n-k-1; α/2).
3. Determine the areas of acceptance and rejection: If the t significance value of each variable obtained from the test is greater than the significance value used, which is equal to 5%, then no partial relationship is observed between the independent and dependent variables.

3.9.2. Coefficient Determination Test (R^2)

A test conducted to examine the precision of the sample estimate (Goodness of Fit) determines how well the model was able to represent the variation of the dependent variable (Ghozali, 2011). The R^2 score is between zero and one. The small value of R^2 means that the aptitude of the independent variables to assert the variation in the dependent variable is absolutely limited.

A value approaching one indicates that the model's independent variables serve a strong explanation for the variation in the dependent variable. If there is a negative adjusted R^2 value, the adjusted R^2 value is considered zero.

Formula :

$$R^2 = \frac{SSreg}{Total\ SS}$$

R^2: coefficient of multiple determination

SS reg: sum of squares regression

Total SS: sum of squares

3.10. Operational Variables

The operational definition is shown in table 3.1:

Table 3.1: Operational Definition

Variable	Dimension	Indicator	Measuring Scale
Independent Variable	**Korean Wave X1** The global spread of South Korean pop culture, including K-pop, Korean dramas, fashion, food, and lifestyle.	1. understanding 2. behavior 3. perception 4. feelings 5. frequence of exposure	Questionnaire using forced-choice Likert scale SPSS scale using Ordinal
	Brand Ambassador X2 In this study refers to a Korean celebrity or public figure such as a K-pop idol, actor, or influencer who is chosen to represent and promote a brand, product, or even a country to international audiences.	1. transference 2. suitability 3. credibility 4. attraction 5. power	Questionnaire using forced-choice Likert scale SPSS scale using Ordinal
Mediation Variable	**Brand Image Z** Consumer perception of the preference, strength, and uniqueness of a certain company or brand.	1. strength 2. uniqueness 3. favorable,	Questionnaire using forced-choice Likert scale SPSS scale using Ordinal
Dependent Variable	**Purchase Intention Y** is an intention with the existence of a consumer's motivation for feelings or plans that consciously carry out specific behavioral actions.	1. transactional interests 2. referential interest 3. preferential interest 4. explorative interest	Questionnaire using forced-choice Likert scale SPSS scale using Ordinal

CHAPTER IV

DISCUSSION OF FINDINGS

4.1. General Data Description

This study surveyed local Indonesian consumers who use cosmetics or skincare and are familiar with the Korean wave. According to our research, this study needs to collect 349 respondents, and there are three hundred sixty-one respondents that have been collected, meaning that this study has passed the minimum number of respondents.

Based on the survey results using a questionnaire, the characteristics of the respondents were categorized into several groups, including gender, age, level of education, and average monthly earnings. The following presents the characteristics of the respondents. The following details the general description of the respondents:

4.1.1. Description of the respondent according to Gender

According to the data presented, a large proportion of respondents in this study were female, with 257 people, or 71%. The number of male respondents was 87 people, or 24%. Only about 17 people, or 5%, did not identify their gender. Overall, there were more female respondents than male respondents.

Table 4.1: Gender of respondent

Categories		Total	Percentage
Gender	Male	87	24%
	Female	257	71%
	Neutral	17	5%
Total		361	100%

Source: Processed by the author, 2024.

4.1.2. Description of respondents based on age.

Table 4.2: Age of Respondent

Age	Total	Percentage
10-20	139	39%
21-30	165	46%
31-40	43	12%

41-50	8	2%
51-abov	6	2%
Total	361	100%

Source: Processed by the author, 2024.

According to the data presented, the respondents in this research generally in middle aged 21-30 years with 165 respondent or (46%), followed by aged range 10-20 years old, with 139 respondent (46%), and only six respondent are over 51 years old or only 2% that participated in this research for the total 361 respondents. Those aged between 17 and 30 are highly used to accessing online media mass or part of the online generation, which means they are easily exposed to the Korean wave.

4.1.3. Description of Respondents Based on Education Level

This part outlines the education levels of the respondents in this study. There are 124 individuals (34,3%) who have completed their Senior High School. At the same time, 130 respondents, or 36% of the sample, possess a bachelor's degree, making it the most prevalent level of education in this study, with around 51% of the sample that have completed their postgraduate or higher education. According to the data, high school education was the most common level among the respondents.

Table 4.3: Education Level of Respondent

Education	Total	Percentage
Junior High school or Under	34	9,4%
Senior High Schools	124	34,3%
Associate Degree	22	6,1%
Bachelor degree	130	36%
Master or graduate	51	14,1%
Total	361	100,0%

Source: Processed by the author, 2024.

4.1.4. Description of Respondents Based on Demographics.

This data covers 100% of respondents from all regions across Indonesia, with West Java ranking highest and contributing 65 respondents or 18%. DKI Jakarta and other

provinces follow it. A total of 361 respondents were collected from all 37 provinces in Indonesia.

Table 4.4: Demographics of Respondents

Province	Total	Percentage
Aceh	11	3,0%
Bali	9	2,5%
Bangka Belitung	3	0,8%
Banten	13	3,6%
Bengkulu	4	1,1%
DI YogBuyerkarta	22	6,1%
DKI Jakarta	40	11,1%
Gorontalo	2	0,6%
Jambi	5	1,4%
Jawa Barat	65	18,0%
Jawa Tengah	12	3,3%
Jawa Timur	20	5,5%
Kalimantan Barat	2	0,6%
Kalimantan Selatan	7	1,9%
Kalimantan Tengah	3	0,8%
Kalimantan Timur	6	1,7%
Kalimantan Utara	6	1,7%
Kepulauan Bangka Belitung	2	0,6%
Kepulauan Riau	5	1,4%
Lampung	6	1,7%
Makasar	2	0,6%
Maluku	5	1,4%
Maluku Utara	4	1,1%

NTB	2	0,6%
NTT	1	0,3%
Papua Tengah	8	2,2%
Papua	16	4,4%
Papua Barat	3	0,8%
Papua Barat DaBuyer	2	0,6%
Riau	15	4,2%
Sulawesi Barat	1	0,3%
Sulawesi Selatan	6	1,7%
Sulawesi Tenggara	2	0,6%
Sulawesi Utara	3	0,8%
Sumatra Barat	14	3,9%
Sumatra Selatan	20	5,5%
Sumatra Utara	14	3,9%
Total	361	100%

Source: Processed by the author, 2024.

4.1.5. Description of Respondents Based on Monthly Earnings

The data shows most of the respondents in this study have a monthly income of $100-$250, followed by respondents with an income of less than $100. Only about 8% have an above-average income. This indicates that the customer base is predominantly from the lower-middle class and generally tends to choose products that are relatively cheap and affordable.

Table 4.5: Earnings of Respondents

Average Montly Income	Total	Percentage
100$ <	102	28%
100$ - 250$	123	34%
250$ - 500$	70	19%

500$ - 1000$	37	10%
1000$ >	29	8%
Total	361	100%

Source: Processed by the author, 2024.

4.2. Statistical Description

Descriptive statistics summarize data by providing information on average value (mean), standard deviation, minimum, and maximum. This research will present an overview of each variable, including the customer purchase agency as the dependent variable and the Korean wave Brand Ambassador as the independent variable. Besides, the brand image variable is expected to moderate these variables.

Table 4.6: Statistical Descriptive

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
TOTAL_KW	361	7.00	20.00	153.657	346.560
TOTAL_BA	361	6.00	20.00	155.208	326.773
TOTAL_BI	361	6.00	16.00	122.825	229.805
TOTAL_PI	361	4.00	16.00	117.895	252.982
Valid N (listwise)	361				

Source: Processed by the author with SPSS, 2024.

The table displays that there are a total of 361 valid respondents that can be used for further analysis. For the Korean Wave variable, the smallest rating was 7 points, the highest rating was 20 points, the standard deviation was 3.465, and the average score was 15.3657. As for the Brand Ambassador variable, the minimum score was 6 points, the maximum was 20 points, the standard deviation was 3.2677, and the mean score was 15.521. Regarding the Brand Image variable, the lowest score given was 6 points, the highest score was 16 points, the standard deviation was 2.298, and the mean score was 12.282. Lastly, for the Purchase Intention variable, the bottom score given was 4 points, the uppermost score was 16 points, the standard deviation was 2.529, and the mean score was 11.789.

4.3. Data Quality Test (Assumption Classic test).

Based on Ghozali (2016), the implementation of assumption classic tests is imperative in research as it ensures that the employed regression model adheres to fundamental statistical prerequisites. These tests enhance the validity and reliability of the regression analysis outcomes, thereby bolstering the robustness and credibility of the research findings.

4.3.1. Validity test

A validity test is used to determine whether a measurement instrument accurately assesses the concept it is intended to measure. A tool with high validity will produce results with minimal error, indicating that it effectively captures the target construct, ensuring that the test provides results aligned with its purpose of making the collected data reliable.

According to Sugiyono (2010), the corrected item-total correlation reflects the relationship between individual item scores and the total score. Its interpretation is guided by comparing the correlation coefficient to the critical value from the r-table. If **r count > r-table** product moment critical value, then the research instrument is **declared valid**. Vice versa, if r count < critical value of product-moment r-table, then the research instrument is **declared invalid**. The result of the validity test for all questionnaires is valid with r count bigger than r-table 0.163. The validity of this research data is demonstrated by the following table:

Table 4.7 presents the results of the data validity test for the Korean Wave variable statistics.

Table 4.7: Korean Wave Validity Test

Question	R Count	R Table	Criteria
KW 1	0,825	0.163	**Valid**
KW 2	0,832	0.163	**Valid**
KW 3	0,830	0.163	**Valid**
KW 4	0,797	0.163	**Valid**
KW5	0,778	0.163	**Valid**

Source: Processed by the author with SPSS, 2024.

Based on Table 4.8, the Korean Wave variable has valid criteria for all statement items because the r count is higher than the r table.

Table 4.8 Brand Ambassador Validity Test

Question	R Count	R Table	Criteria
BA 1	0,777	0.163	**Valid**
BA 2	0,806	0.163	**Valid**
BA 3	0,835	0.163	**Valid**
BA 4	0,860	0.163	**Valid**
BA 5	0,821	0.163	**Valid**

Source: Processed by the author with SPSS, 2024.

Based on Table 4.9, the Brand Ambassador variable has valid criteria for all statement items because the r count is higher than the r table.

Table 4.9 Brand Image Validity Test

Question	R Count	R Table	Criteria
BI 1	0,848	0.163	**Valid**
BI 2	0,805	0.163	**Valid**
BI 3	0,796	0.163	**Valid**
BI 4	0,751	0.163	**Valid**

Source: Processed by the author with SPSS, 2024.

Based on Table 4.10, the Brand Image variable has valid criteria for all statement items because the r count is higher than the r table.

Table 4.10 Purchase Intention

Question	R Count	R Table	Criteria
PI 1	0,783	0.163	**Valid**
PI 2	0,761	0.163	**Valid**
PI 3	0,780	0.163	**Valid**

PI 4	0,787	0.163	**Valid**

Source: Processed by the author with SPSS, 2024.

Based on Table 4.11, the Brand Image variable has valid criteria for all statement items because the r count is higher than the r table.

4.3.2. Reliability Test

This reliability test was conducted to assess the consistency of the research instrument by calculating the Cronbach's Alpha coefficient. A construct or variable is said to be reliable if it gives a Cronbach's Alpha value > 0.60 (Ghozali, 2016). Table 4.11 shows the reliability test results on the research variables, which consist of the Korean Wave, Brand Ambassador, Brand Image, and Purchase Intention variables.

Table 4.11 Results of Reliability Tests

Variable	Cronbach Alpha	Critical Value	Criteria
Korean Wave	0,871	0,06	Reliable
Brand Ambassador	0,877	0,06	Reliable
Brand Image	0,812	0,06	Reliable
Purchase Intention	0,782	0,06	Reliable

Source: Processed by the author with SPSS, 2024.

The result of the Reliability test shows that all variables (Korean wave, brand ambassador, brand image, and customer purchase intention) have high reliability values (0,871, 0,877, 0,812, 0,782).

4.3.3. Assumption Classic Test

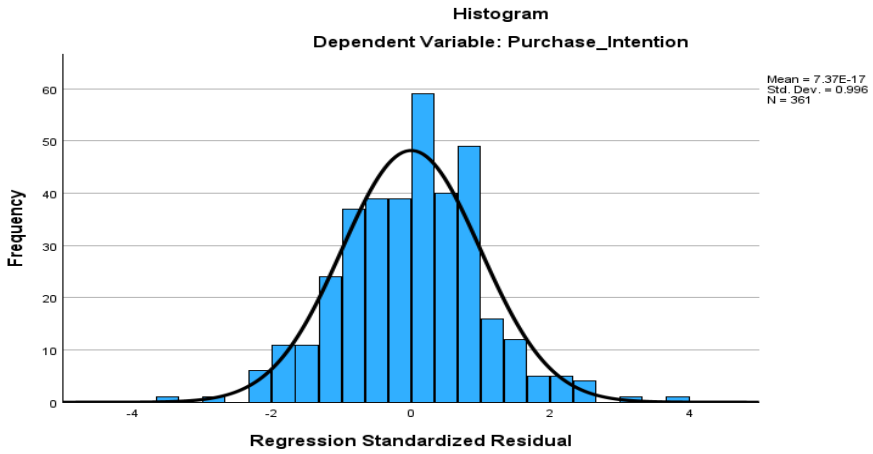
In this study, the classical assumptions used were normality, multicollinearity, and heteroscedasticity tests. The following are the results of the classical assumption test conducted in this study.

4.3.3.1. Normality Test Results

a) Graph Analysis

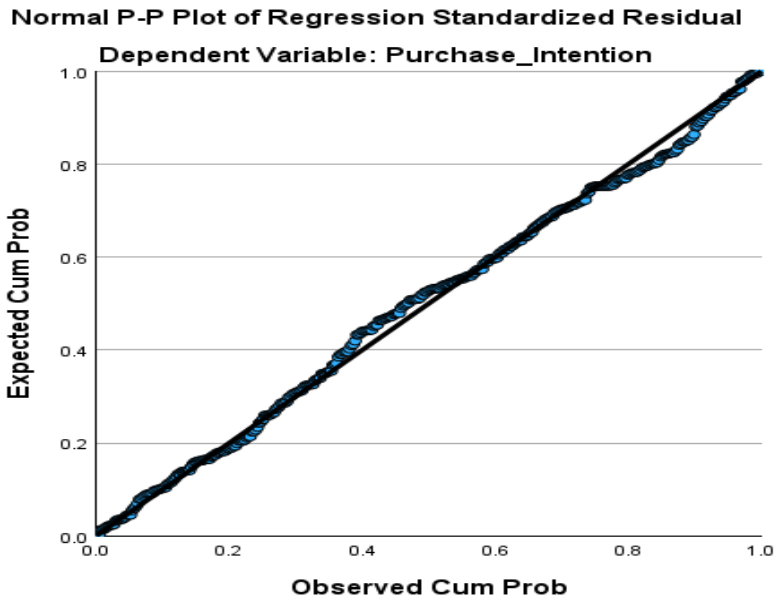
Graph analysis is done by looking at the histogram and P-Plot graphs. Figures 4.1 and 4.2 show the graphical analysis results to test normality in this study.

Figure 4.1: Result Normality test with Histogram



Source: Processed by the author with SPSS, 2024.

Figure 4.2 Normality Test Result with P-Plot



Source: Processed by the author with SPSS, 2024.

Figure 4.2 illustrates the histogram and the normal probability (P-P) graph, which provides a normal pattern of data distribution. This can be seen from the histogram graph, which illustrates the shape of a bell, and the normal P-Plot graph, which shows that the dots approach the diagonal line. This follows the base rules to determine whether the normality assumptions of this linear regression are valid for this model. Also, to find out whether the assumption of normality is valid, the data from a regression model must be spread around the diagonal line and follow the direction of the histogram or the direction of the diagonal line. (Ghazali, 2016).

b) Kolmogorov Smirnov

The statistical analysis used to see whether the data is normally distributed is the Kolmogorov-Smirnov test. Figure 4.3 shows the results of Kolmogorov-Smirnov.

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			361
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.86052283
Most Extreme Differences	Absolute		.044
	Positive		.044
	Negative		-.042
Test Statistic			.044
Asymp. Sig. (2-tailed)[c]			.088
Monte Carlo Sig. (2-tailed)[d]	Sig.		.089
	99% Confidence Interval	Lower Bound	.082
		Upper Bound	.096

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 334431365.

Figure 4.3 Kolmogorov Smirnov

Source: Processed by the author with SPSS, 2024.

The Kolmogorov-Smirnov results on Figure 4.3 show a significance value of 0,08. The data indicates a normal distribution, as the Asymptotic Significance value exceeds 0.05 (Ghazali, 2016).

4.3.3.2. Multicollinearity test

An analysis to determine whether a correlation exists between the independent variables or one another. Table 4.12 provides the findings from the multicollinearity test.

Table 4.12 Multicollinearity test

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		

	Korean_Wave	.500	1.999
	Brand_Ambassador	.427	2.339
	Brand_Image	.567	1.763

a. Dependent Variable: Purchase-Intention

Source: Processed by the author with SPSS, 2024.

Based on the results of the test in Table 4.12, it shows that this study is free from multicollinearity because it has a tolerance value ≥ 0.1 and VIF ≤ 10. Therefore, it can be concluded that there are no multicollinearity symptoms between variables in this test.

4.3.3.3. Heteroscedasticity Test

Heteroscedasticity, also known as a scatterplot graph. It is used to examine whether a variance has an imbalance of residuals from one observation to another in a regression model. Research testing with this graph can be seen from the location of the points that spread in all directions and do not form a pattern or overlap.

The Park Test is one method for testing heteroskedasticity in data for variables in research by regressing the natural logarithm of the squared residuals (LnU2i). The purpose of conducting the Park Test is to examine the existence of heteroskedasticity within the error term. The exam is performed by regressing the independent variable against the error. The testing method with SPSS involves looking at the significance value; if it is > 0.05, it indicates there is no heteroskedasticity in the study, and if the significance is ≤ 0.05, it means there is heteroskedasticity.

Table 4.13 Heteroscedasticity Test

Coefficients[a]			
Model		t	Sig.
1	(constanta)	-1.321	.187
	Total_KW	.850	.396
	Total_BA	-1.363	.174
	Total_BI	1.558	.120
a. Dependent Variable: LN_RESS			

Source: Processed by the author with SPSS, 2024.

The test results indicate no heteroscedasticity, as the Sig-value is more than 0.05. This means that the variance of the residuals is constant around all stages of the variables, confirming that the assumption of homoscedasticity is met. This ensures that our regression model is reliable and valid.

4.4. Hypothesis Test and Results (Model 1)

The direct and indirect effects of the Korean wave and brand ambassadors toward brand image (Model 1)

Before conducting the analysis path, the data needs to be correlated with a correlation matrix between all variables in this research.

Table 4.14 Testing Person Correlation Between Variables

Variable	Coefficient Correlation	Type	Probability	Results
Korean wave (X1) Brand Ambassador (X2)	0,692	Strong	0,001	Significant
Korean wave (X1) Brand Image (Z)	0,555	Moderate	0,001	Significant
Korean wave (X1) Purchase Intention (Y)	0,541	Moderate	0,001	Significant
Brand Ambassador (X2) Brand Image (Z)	0,639	Strong	0,001	Significant
Brand Ambassador (X2) Purchase Intention (Y)	0,556	Moderate	0,001	Significant
Brand Image (Z) Purchase Intention (Y)	0,631	Strong	0,001	significant

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Processed by the author with SPSS, 2024.

According to the probability test:

If the probability > 0,05, it's means H_0 accepted

If the probability < 0,05 it means H_1 is accepted

We can conclude the following from the statement above:

H_0 = there is no significant relation (correlation) between two variables.

H_1 = There is a significant relation (correlation) between two variables.

According to the result table. 4.14, all the coefficient correlations are positive, which shows that the relationship between the two variables is linear. It means the improvement of one variable will be followed by the other variable.

The path analysis was conducted to determine the direct and indirect effects of a research model of causal variables (exogenous variables) on the dependent variable (endogenous variable). The independent variables in equation model 1 are Korean wave and brand ambassador, and the endogenous variable is brand image.

The determination of the effect on the research variables is collected from the coefficient path value of the sum of the exogenous variables on the endogenous variables. The path coefficient value of the Korean wave and brand ambassador variables on Purchase intention with Brand Image as an Intervening Variable is processed using the statistical SPSS 25 software, with the following results:

Table 4.15 Coefficient path model 1

Variable	Beta	Sig. Value	Coefficient determination
(Constanta)		< 0,001	0,433
Korean wave	0,216	< 0,001	
Brand Ambassador	0,490	< 0,001	

Source: Processed by the author with SPSS, 2024.

Coefficient values in this path analysis can be seen in the beta column with the following calculation:

PZX_1 = 0,216

PZX_2 = 0,490

To find the Error (ε_1) = $\sqrt{1 - R^2} = \sqrt{1 - 0.433}$= 0.567

The path analysis equation model 1 is formed as followed:

Z = $\rho z\, x_1 X_1 + \rho z x_2 X_2 + \varepsilon_1$

Z = 0,216 X1 + 0,490 X2 + 0,567

The direct and indirect effects of the Korean wave (X1) and brand ambassador (X2) on brand image (Z).

Table 4.16 The direct and indirect effects of the Korean wave on brand image.

Direct and indirect effect		Calculation	Contribution value
X1 direct effect	pzx1.pzx1	(0,216) (0,216)	0,046
X1 through X2	pzx1 . rx1x2 . pz1x2	(0,216) (0,692) (0,490)	0,073
Total direct and indirect effect X1 to Z			0,119

Source: Processed by the author with SPSS, 2024.

According to Table 4.16. The direct effect of the Korean wave on brand image is 0,046 or 4,6%, and the indirect effect of X1 through X2 is 0,073 or 7,3%. Therefore, the total effect of the Korean wave on brand image is 0,119 or 12%. In conclusion, the Korean wave (X1) variable have, the contribution to brand image (Z) is 12%.

Table 4.17 The direct and indirect effects of brand ambassadors on brand image.

Direct and indirect effect		Calculation	Contribution value
X2 direct effect	pzx2.pzx2	(0,490) (0,490)	0,240
X2 through X1	pzx2 . rx1x2 . pzx1	(0,490) (0,692) (0,216)	0,073
Total direct and indirect effect X2 toward Z			0,313

Source: Processed by the author with SPSS, 2024.

According to Table 4.17, The direct effect of brand ambassador toward brand image is 0,240 or 24% and the indirect effect of X2 through X1 is 0,073 or 7,3%. Therefore, the total effect of the Korean wave on brand image is 0,313. In conclusion, the brand ambassador variable (X2) has greatly contributed to building brand image (Z) by 31,3%.

4.4.1. The Test of Hypothesis Model 1

There will be an F test (simultaneous) and a T test (partial) conducted to find the result of the hypothesis model 1.

4.4.1.1. F test (simultaneous)

The F test aims to calculate the significant effect of the independent variables together on the dependent variable. The results of SPSS test results are in Table 4.18.

Table 4.18 The F-test result of Model 1

Model		df	F	Sig.
1	Regression	2	136.648	<.001b
	Residual	358		
	Total	360		

Source: Processed by the author with SPSS, 2024.

Table 4.18 shows the results of the F-test used to determine whether the Korean wave and brand ambassador variables simultaneously affect the brand image variable. The hypotheses are formed as follows:

H0 = pzx1 = pyx2 = 0, there is no significant effect

H1 = pzx1≠ 0;1 =1,2 there is significant effect

Decision made based on the following statement:

If $F_{count} > F_{table}$, H_0 Rejected

If $F_{count} < F\ t_{able}$, H_0 Accepted

According to the result in Table 4.18. The F count is 136,648, and the F table is 3,00. It is determined by the significance level 0,05, df1 2, and df2 358. Based on the criteria, it shows the value of F count 136,638 > F table 3,00. Therefore, H0 is rejected and H1 is accepted. It is evident that the Korean wave and Brand ambassador variables simultaneously have a significant effect on Brand image, and the analysis path in this model is suitable as a predictor. Moreover, the significance value calculated using SPSS is evident, as the significance value of 0.001 is less than 0.05. This indicates that the results are consistent with the F-test, demonstrating a match between the variables and the data.

4.4.1.2. T-test (Partial Test)

The hypothesis examination by using a t-test aims to measure the scale of the independent variable in relation to the dependent variable. The result statistically shows as follows using SPSS:

Table 4.19 T Test Result Model 1

Coefficients[a]				
Model		Standardized Coefficients	t	Sig.
		Beta		
1	(Constant)		10.136	<.001
	Korean wave	.216	3.924	<.001
	Brand Ambassador	.490	8.887	<.001

a. Dependent Variable: Brand_image

Source: Processed by the author with SPSS, 2024.

According to the T-test, the Hypothesis purpose as follows:

H0 = 0. There is no significant effect

H1 ≠ 0 ; I=1,2 there is a significant effect

If $T_{count} > T_{table}$, H_0 Rejected

If $T_{count} < T\ t_{able}$, H_0 Accepted

T table Value can be determined by a table t-test with a level = 0,05, since there are 2 hypothesis directions. Therefore, to find the t table, the alpha (α) value divided by two becomes 0,025 for the df = 359 (n-2 = 361-2= 359). Based on the criteria, the t table value is 1,96.

According to Table 4.20, it can be seen that the t count value for the Korean wave variable is 3,924. By that, the t count of Korean wave 3,924 is bigger than > t table 1,96, meaning H0 is rejected and **H1 is accepted**. Following the result, it can be said that the Korean wave variable significantly affects the brand image variable. Also, we can see the significant effect by seeing the *sig* value in Table 4.20. It shows that the

value < 0.001 is less than 0,05 as the alpha level (H0 rejected), and the results are consistent, same that the Korean wave significantly affects the brand image variable.

Moreover, in the other direction, the t count of the brand ambassador variable is 8,887 more than > t table 1,96, meaning H0 is rejected and **H2 accepted**. Therefore, the result also shows the significant effect of the brand ambassador variable on the brand image variable. While looking at the SIG result in Table 4.20. For a brand ambassador, have 0,001 less than the 0,05 standard as alpha level, confirming that the H_0 is rejected and H_1 is accepted.

Table 4.20 Results of T-test (partial) model 1

No	Hypothesis	T table	T count	conclusion
1	H1 (pzx1≠ 0)	1,96	3,924	H1 accepted
2	H2 (pzx2≠ 0)	1,96	8,887	H2 accepted

4.5. Hypothesis Test and Results (Model 2)

The Direct and Indirect Effects of the Korean Wave and Brand Ambassadors on Purchase Intention through Brand Image.

The variables exogenous in this model are Korean wave, brand ambassador, and brand image, while the purchase intention is an endogenous variable. The coefficient path value from Korean wave and brand ambassador to purchase intention with brand image as an intervening variable is being calculated by SPSS *statistical software 43;* the calculation results are as follows:

Table 4.21: Coefficient path model 2

Variable	Beta	Significant Value	Coefficient determination
(Constanta)		< 0,001	0,459
Korean wave	0,208	< 0,001	
Brand Ambassador	0,140	0,019	
Brand Image	0,426	< 0,001	

Source: Processed by the author with SPSS, 2024.

Coefficient values in this path analysis can be seen in the beta column with the following calculation:

PYX_1 = 0,208

PYX_2 = 0,140

PYZ = 0,426

To find the Error (ε_2) = $\sqrt{1 - R^2} = \sqrt{1 - 0.459} = 0.541$

The path analysis equation model 1 is formed as follows:

Y = $\rho y\, x_1 X_1 + \rho y x_2 X_2$ +pyz Z+ ε_2

Y = 0,216 X1 + 0,490 X2 + 0,426 Z + 0,541

The direct and indirect effects of the Korean wave (X1) and brand ambassador (X2) on purchase intention (Y) with brand image (Z) as an intervening variable.

Table 4.22 The direct and indirect effects of the Korean wave on purchase intention.

Direct and indirect effect		Calculation	Contribution value
X1 direct effect	$\rho yx1$	0,208	0,208
X1 through Z	$\rho zx1.pyz$	(0,216) (0,426)	0,092
Total effect X1 toward Y			0,300

Source: Processed by the author with SPSS, 2024.

According to Table 4.22. The direct effect of the Korean wave on purchase intention is 0,208 or 20,8%, and the indirect effect of X1 through Z is 0,092 or 9,2%. Therefore, the total effect given by the Korean wave X1 variable to purchase intention (Y) through brand image is 0,300 or 30%

Table 4.23 The direct and indirect effects of brand ambassadors on Purchase intention.

Direct and indirect effect		Calculation	Contribution value
X2 direct effect	pyx2	0,140	0,140

X2 through Z	$\rho zx2.pyz$	(0,490) (0,426)	0,208
Total direct and indirect effect X2 toward Z			0,348

Source: Processed by the author with SPSS, 2024.

According to Table 4.23. The direct effect of brand ambassador toward purchase intention is 0,140 or 14%, and the indirect effect of X2 through Z is 0,226 or 22,6%. Therefore, the full effect of the brand ambassador upon purchase intention is 0,348 or 34,8%. In conclusion, the brand ambassador variable (X2) has greatly contributed to building Purchase Intention (Y) by 34,8%.

Table 4.24 The direct effect of Brand Image toward Purchase Intention

Direct and indirect effect		Calculation	Contribution value
X2 direct effect	pyz	0,426	0,426
Total direct and indirect effect X2 toward Z			0,426

Source: Processed by the author with SPSS, 2024.

The Brand image variable has a direct effect on Purchase intention by 0,426 or 42,6%.

4.5.1. The Test of Hypothesis Model 2

There are F tests (simultaneous) and T tests (partial) that will be conducted to find the result of the hypothesis model 2.

4.5.1.1. F-test (simultaneously)

The F-test aims to calculate the significant effect of the independent variables on the dependent variable. The results of the SPSS F test are in the table below.

Table 4.25 F-test result Model 2

Model	df	F	Sig.
Regression	3	101.017	<.001[b]
Residual	357		
Total	360		

a. Dependent Variable: Purchase_intention

b. Predictors: (Constant), B_I, K_W, B_A

Source: Processed by the author with SPSS, 2024.

Table 4.25 shows the results of the F-test used to determine whether the Korean wave, brand ambassador, and brand image variables simultaneously affect the purchase intention variable. The hypotheses are formed as follows:

H0 = pyxi = 0, there is no significant effect

Hi = pyxi≠ 0;1 =1,2 there is significant effect

Decision made based on the following statement:

If $F_{count} > F_{table}$, H_0 Rejected

If $F_{count} < F\ t_{able}$, H_0 Accepted

Based on the SPSS calculation, the value found is 101,107. With a significant level of 5%, df1 3 and df2 = 357. From that can be found the F table 2,63. According to the result in Table 4.25. The F count is 101,107, and the F table is 2,63. It is determined by the significance level 0,05, df1 3, and df2 357. Based on the criteria, it shows the value of F count 101,107 > F table 2,63. Therefore, H0 is **rejected** and Hi is **accepted**. It is evident that the Korean wave, Brand ambassador, and Brand Image variables simultaneously have a significant effect on Purchase Intention, and the analysis path in this model is suitable as a predictor. Moreover, the significance value calculated using SPSS also shows the sig value; it is evident that the significance value of 0.001 is less than 0.05. This indicates that the results are consistent with the F-test, demonstrating a match between the variables and the data.

4.5.1.2. T-test (partially)

The hypothesis examination by using a t-test aims to measure the scale of the independent variable in relation to the dependent variable. The result statistically shows as follows using SPSS:

Table 4.26 T-test Result Model 2

Coefficients[a]			
Model	Beta	t	Sig.
1 (Constant)		3.531	<.001

Korean_wave	.208	3.780	<.001
Brand_Ambassador	.140	2.347	.019
Brand_image	.426	8.246	<.001

Source: Processed by the author with SPSS, 2024.

According to t-test, the Hypothesis purpose as follows:

H0 = 0. There is zero significant effect

H1 ≠ 0 ; I=1,2 there is a significant effect

If $T_{count} > T_{table}$, H_0 Rejected

If $T_{count} < T\ t_{able}$, H_0 Accepted

The table Value can be determined by a table t-test with a level = 0,05, since there are 2 hypothesis directions. Therefore, to find the t table, the alpha (α) value divided by two becomes 0,025 for the df = 359 (n-2 = 361-2= 359). Based on the criteria, the t-table value is 1,96.

According to Table 4.26, it can be seen that the t count value for the Korean wave variable is 3,780, which means the t count of the Korean wave is 3,780, which is greater than > t table 1,96, meaning H0 is rejected and **H3 is accepted**. Following the result, it can be said that the Korean wave variable significantly affects the purchase intention variable. Also, we can see the significant effect by seeing the *sig* value in Table 4.26. It shows that the value < 0.001 is less than 0,05 as the alpha level (H0 rejected), and the results are consistent, as the Korean wave significantly affects the purchase intention variable.

Furthermore, in the other direction, the t count of the brand ambassador variable is 2,347 more than > t table 1,96, meaning H0 is rejected and **H4 accepted**. Therefore, the result also shows the significant effect of the brand ambassador variable on the purchase intention variable. While looking at the sig result in Table 56, for the brand ambassador, there is 0.019 less than the 0,05 standard as alpha level, meaning that the H0 is rejected and H1 is accepted.

Moreover, the t count of the brand image variable is 8,246 more than > t table 1,96, meaning H0 is rejected and **H5 is accepted**. Therefore, the result also shows the significant effect of the brand image variable on the purchase intention variable.

Again, looking at the sig result in Table 4.26, for brand image, has 0,001 less than the 0,05 standard as alpha level, meaning that the H0 is rejected and H1 is accepted.

Table 4.27 Conclusion of T test results (partial) model 1

No	Hypothesis	T table	T count	conclusion
1	H3 (pzx1≠ 0)	1,96	3.780	H3 accepted
2	H4 (pzx2≠ 0)	1,96	2.347	H4 accepted
3	H5 ($pyz \neq 0$)	1,96	8.246	H5 accepted

Source: Processed by the author with SPSS, 2024.

4.6. Total Coefficient Determination Result (R^2)

This part will explain the total coefficient determination, or $R^{2,}$ as a statistical measurement to measure how well the data can fit the research model. The R^2 result can be seen in the *Model Summary* table (see Appendix 4). The first model shows that the coefficient correlation (R) value is 0,658, with coefficient determination (*R Square)* of 0,433 or 43,3%. Therefore, it is demonstrated that with the use of the analysis path, the variables Korean wave (X1) and brand ambassador (X2) influence the brand image (Z) variable by 43.3%.

The second model can also be found in the *Model Summary* table (Appendix 5). In this model, the coefficient correlation value is 0,678 (R) with the coefficient determination (R^2) of 0,459 or 46%. Furthermore, it is demonstrated through the analysis path that the Korean wave (X1), brand ambassador (X2), and brand image (Z) variables influence the customer purchase intention (Y) variable by 46%. It also means that 54% of other factors possibly influence customer purchase intention.

Moreover, the coefficient determination accumulation will be determined by the formula:

$R^2{}_m$ = 1- (pe1) (pe2)

= 1- (1- 0,433) (1-0,46)

= 0,693 or 70%

The calculation above demonstrates that the model can explain 70% of the variance in the data. In other words, 70% of the information contained in the data is presented by

the model, while the remaining 30% is explained by other variables that cannot be captured by the model.

4.7. Analysis Path Result

The dominant variable directly or indirectly influences Customer Purchase Intention toward Indonesian local cosmetics.

According to the diagram path analysis, there are two models of this analysis path:

Y_1 = 0,216 X1 + 0,490 X2 + 0,567

Y_2 = 0,208 X1 + 0,140 X2 + 0,426 Z + 0,541

The coefficient value can be seen from the results of the path diagram report. As well as the generally variable path coefficient is illustrated in Figure 4.4.

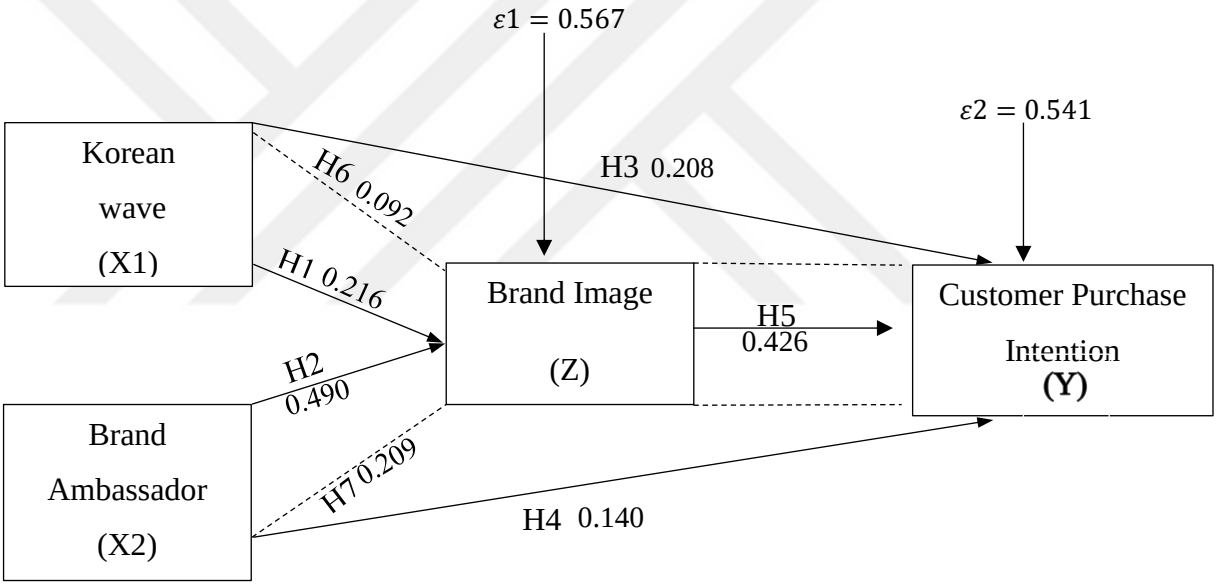


Figure 4. 4 Research Analysis Diagram Path.

Source: Processed by the author, 2024.

From Equation 1, it is observed that the beta coefficient for the Korean wave variable is 0.216, indicating that the Korean wave contributes to a change in brand image by 0.216. The coefficient beta for Brand ambassador is 0.490, showing that brand ambassador results impact on brand image by 0.490, with the error score (ε1) determined to be 0.567 from previous calculation.

From Equation 2, it is observed that the Korean wave has a coefficient beta of 0.208, indicating that the Korean wave contributes to a change in customer purchasing

intention by 0.208 (20,8%). The beta coefficient for brand ambassador is 0.140, demonstrating that brand ambassador contributes in a change by 0.140. Additionally, the brand image variable has a beta coefficient of 0.426, indicating that brand image has a significant influence on consumer purchasing intention by 0.426. The error term (ε2) is noted to be 0.541.

The total impact of the Korean wave variable on customer purchase intention is 0,30 or 30% by adding the value of the direct and indirect effects. It can be seen that the direct approach has a more significant impact on customer purchase intention than the indirect approach. On the other hand, the total impact of brand ambassadors on customer purchase intention is 0,348 or 34,8%, with the indirect approach, 0,208, having a bigger beta coefficient than the direct approach, 0,140. Meaning that brand image can mediate the brand ambassador more strongly to customer purchase intention.

CONCLUSION

5.1. Research Conclusion

This research determined the effect of the Korean wave and the Korean brand ambassador on the purchase intention of local Indonesian cosmetic products, with brand image as an intervening variable. This research was performed by an online questionnaire for those who met the purposive sampling criteria. In this research, an empirical study was carried out and structured within the research framework, and the hypothesis relationship between the object variable

Based on the results and discussion of the research on the influence of the Korean wave and brand ambassador on purchase intention in Indonesian local cosmetic products, with brand image as an intervening variable analysed using Path Analysis, it can be concluded as follows:

1. The characteristics of the research respondents in Indonesia area are predominantly female with (71%), aged 21-30 years (46%), residing in West Java (18%), with a Senior High schools diploma background (34,4%), mostly earning a monthly income of 100-250 dollars America (34%). Most of the respondents are buyers (81%).
2. The results show that the path analysis indicated both Korean wave and brand ambassador variables show a substantial direct and indirect impact on brand image.
3. The path analysis shows that the Korean wave and brand ambassador variables, through brand image, show a substantial effect on purchase intention.
4. The brand image has successfully mediated the connection between the brand ambassador and customer purchase intention. On the other hand, the Korean wave variable has a greater effect through its direct impact on customer purchase intention.
5. The brand ambassador’s direct and indirect effects have a higher t-test statistic and coefficient value than the Korean wave variable. Therefore, directly and indirectly, the brand ambassador has a more dominant influence on purchase intention.

5.2. Research Implication

This study can be a beneficial source for marketing management research, especially for Indonesian cosmetic brands that will be adapting to the new phenomenon. The findings of this study can help Indonesian cosmetic brands survive in this industry by analysing better strategies to develop their brands and target their customer market. This research can also serve as a comparison for other studies and be useful as an academic reference in conducting research with a wider range.

5.3. Limitations and Further Research Recommendations

This exploration has numerous limitations that require further exploration in forthcoming research. The current research covers a broad demographic of respondents from various regions across Indonesia. While this provides a comprehensive overview, future studies could benefit from focusing on specific major cities within Indonesia, particularly those with higher consumption of foreign cosmetics. This targeted approach would produce more precise results reflective of particular consumer behaviours.

Second, only a few researchers have examined local brands that adopt their competitors' strategies as marketing tools. This phenomenon, where local brands might lose their unique identity by mimicking their competitors, needs more in-depth investigation. Future research could provide valuable insights into how these brands can maintain their distinctiveness while still leveraging effective marketing strategies.

Thirdly, this study has only addressed a limited number of factors that represent the influence of the Korean wave. Given the complex nature of its cultural phenomenon, numerous other factors could be explored in subsequent studies. By expanding the scope to include these additional elements, further research might offer way more holistic understanding of the Korean wave's impact.

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APPENDICIES

1. Sample size table

The table for determining the number of samples of Isaac and Michael from a certain population with an error level of 1%, 5%, and 10%.

N	s			N	s			N	s		
	1%	5%	10%		1%	5%	10 %		1%	5%	10%
10	10	10	10	280	197	155	138	2800	537	310	247
15	15	14	14	290	202	158	140	3000	543	312	248
20	19	19	19	300	207	161	143	3500	558	317	251
25	24	23	23	320	216	167	147	4000	569	320	254
30	29	28	27	340	225	172	151	4500	578	323	255
35	33	32	31	360	234	177	155	5000	586	326	257
40	38	36	35	380	242	182	158	6000	598	329	259
45	42	40	39	400	250	186	162	7000	606	332	261
50	47	44	42	420	257	191	165	8000	613	334	263
55	51	48	46	440	265	195	168	9000	618	335	263
60	55	51	49	460	272	198	171	10000	622	336	263
65	59	55	53	480	279	202	173	15000	635	340	266
70	63	58	56	500	285	205	176	20000	642	342	267
75	67	62	59	550	301	213	182	30000	649	344	268
80	71	65	62	600	315	221	187	40000	563	345	269
85	75	68	65	650	329	227	191	50000	655	346	269
90	79	72	68	700	341	233	195	75000	658	346	270
95	83	75	71	750	352	238	199	100000	659	347	270
100	87	78	73	800	363	243	202	150000	661	347	270
110	94	84	78	850	373	247	205	200000	661	347	270
120	102	89	83	900	382	251	208	250000	662	348	270
130	109	95	88	950	391	255	211	300000	662	348	270
140	116	100	92	1000	399	258	213	350000	662	348	270
150	122	105	97	1100	414	265	217	400000	662	348	270
160	129	110	101	1200	427	270	221	450000	663	348	270
170	135	114	105	1300	440	275	224	500000	663	348	270
180	142	119	108	1400	450	279	227	550000	663	348	270
190	148	123	112	1500	460	283	229	600000	663	348	270
200	154	127	115	1600	469	286	232	650000	663	348	270
210	160	131	118	1700	477	289	234	700000	663	348	270
220	165	135	122	1800	485	292	235	750000	663	348	270
230	171	139	125	1900	492	294	237	800000	663	348	271
240	176	142	127	2000	498	297	238	850000	663	348	271
250	182	146	130	2200	510	301	241	900000	663	348	271
260	187	149	133	2400	520	304	243	950000	663	348	271
270	192	152	135	2600	529	307	245	1000000	663	348	271
								∞	664	349	272

Critical Values of the F-Distribution: $\alpha = 0.05$

Denom.	Numerator Degrees of Freedom									
d.f.	1	2	3	4	5	6	7	8	9	10
1	161.448	199.500	215.707	224.583	230.162	233.986	236.768	238.883	240.543	241.882
2	18.513	19.000	19.164	19.247	19.296	19.330	19.353	19.371	19.385	19.396
3	10.128	9.552	9.277	9.117	9.013	8.941	8.887	8.845	8.812	8.786
4	7.709	6.944	6.591	6.388	6.256	6.163	6.094	6.041	5.999	5.964
5	6.608	5.786	5.409	5.192	5.050	4.950	4.876	4.818	4.772	4.735
6	5.987	5.143	4.757	4.534	4.387	4.284	4.207	4.147	4.099	4.060
7	5.591	4.737	4.347	4.120	3.972	3.866	3.787	3.726	3.677	3.637
8	5.318	4.459	4.066	3.838	3.687	3.581	3.500	3.438	3.388	3.347
9	5.117	4.256	3.863	3.633	3.482	3.374	3.293	3.230	3.179	3.137
10	4.965	4.103	3.708	3.478	3.326	3.217	3.135	3.072	3.020	2.978
11	4.844	3.982	3.587	3.357	3.204	3.095	3.012	2.948	2.896	2.854
12	4.747	3.885	3.490	3.259	3.106	2.996	2.913	2.849	2.796	2.753
13	4.667	3.806	3.411	3.179	3.025	2.915	2.832	2.767	2.714	2.671
14	4.600	3.739	3.344	3.112	2.958	2.848	2.764	2.699	2.646	2.602
15	4.543	3.682	3.287	3.056	2.901	2.790	2.707	2.641	2.588	2.544
16	4.494	3.634	3.239	3.007	2.852	2.741	2.657	2.591	2.538	2.494
17	4.451	3.592	3.197	2.965	2.810	2.699	2.614	2.548	2.494	2.450
18	4.414	3.555	3.160	2.928	2.773	2.661	2.577	2.510	2.456	2.412
19	4.381	3.522	3.127	2.895	2.740	2.628	2.544	2.477	2.423	2.378
20	4.351	3.493	3.098	2.866	2.711	2.599	2.514	2.447	2.393	2.348
21	4.325	3.467	3.072	2.840	2.685	2.573	2.488	2.420	2.366	2.321
22	4.301	3.443	3.049	2.817	2.661	2.549	2.464	2.397	2.342	2.297
23	4.279	3.422	3.028	2.796	2.640	2.528	2.442	2.375	2.320	2.275
24	4.260	3.403	3.009	2.776	2.621	2.508	2.423	2.355	2.300	2.255
25	4.242	3.385	2.991	2.759	2.603	2.490	2.405	2.337	2.282	2.236
26	4.225	3.369	2.975	2.743	2.587	2.474	2.388	2.321	2.265	2.220
27	4.210	3.354	2.960	2.728	2.572	2.459	2.373	2.305	2.250	2.204
28	4.196	3.340	2.947	2.714	2.558	2.445	2.359	2.291	2.236	2.190
29	4.183	3.328	2.934	2.701	2.545	2.432	2.346	2.278	2.223	2.177
30	4.171	3.316	2.922	2.690	2.534	2.421	2.334	2.266	2.211	2.165
31	4.160	3.305	2.911	2.679	2.523	2.409	2.323	2.255	2.199	2.153
32	4.149	3.295	2.901	2.668	2.512	2.399	2.313	2.244	2.189	2.142
33	4.139	3.285	2.892	2.659	2.503	2.389	2.303	2.235	2.179	2.133
34	4.130	3.276	2.883	2.650	2.494	2.380	2.294	2.225	2.170	2.123
35	4.121	3.267	2.874	2.641	2.485	2.372	2.285	2.217	2.161	2.114
36	4.113	3.259	2.866	2.634	2.477	2.364	2.277	2.209	2.153	2.106
37	4.105	3.252	2.859	2.626	2.470	2.356	2.270	2.201	2.145	2.098
38	4.098	3.245	2.852	2.619	2.463	2.349	2.262	2.194	2.138	2.091
39	4.091	3.238	2.845	2.612	2.456	2.342	2.255	2.187	2.131	2.084
40	4.085	3.232	2.839	2.606	2.449	2.336	2.249	2.180	2.124	2.077
41	4.079	3.226	2.833	2.600	2.443	2.330	2.243	2.174	2.118	2.071
42	4.073	3.220	2.827	2.594	2.438	2.324	2.237	2.168	2.112	2.065
43	4.067	3.214	2.822	2.589	2.432	2.318	2.232	2.163	2.106	2.059
44	4.062	3.209	2.816	2.584	2.427	2.313	2.226	2.157	2.101	2.054
45	4.057	3.204	2.812	2.579	2.422	2.308	2.221	2.152	2.096	2.049
46	4.052	3.200	2.807	2.574	2.417	2.304	2.216	2.147	2.091	2.044
47	4.047	3.195	2.802	2.570	2.413	2.299	2.212	2.143	2.086	2.039
48	4.043	3.191	2.798	2.565	2.409	2.295	2.207	2.138	2.082	2.035
49	4.038	3.187	2.794	2.561	2.404	2.290	2.203	2.134	2.077	2.030
50	4.034	3.183	2.790	2.557	2.400	2.286	2.199	2.130	2.073	2.026
60	4.001	3.150	2.758	2.525	2.368	2.254	2.167	2.097	2.040	1.993
70	3.978	3.128	2.736	2.503	2.346	2.231	2.143	2.074	2.017	1.969
80	3.960	3.111	2.719	2.486	2.329	2.214	2.126	2.056	1.999	1.951
90	3.947	3.098	2.706	2.473	2.316	2.201	2.113	2.043	1.986	1.938
100	3.936	3.087	2.696	2.463	2.305	2.191	2.103	2.032	1.975	1.927
120	3.920	3.072	2.680	2.447	2.290	2.175	2.087	2.016	1.959	1.910
140	3.909	3.061	2.669	2.436	2.279	2.164	2.076	2.005	1.947	1.899
180	3.894	3.046	2.655	2.422	2.264	2.149	2.061	1.990	1.932	1.884
200	3.888	3.041	2.650	2.417	2.259	2.144	2.056	1.985	1.927	1.878
∞	3.841	2.996	2.605	2.372	2.214	2.099	2.010	1.938	1.880	1.831

2. Result validity and reability

Valirity of Variable Korean Wave

Correlations

		KW1	KW2	KW3	KW4	KW5	TOTAL_KW
KW1	Pearson Correlation	1	.665**	.593**	.541**	.529**	.825**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001	<,001
	N	361	361	361	361	361	361
KW2	Pearson Correlation	.665**	1	.680**	.520**	.491**	.832**
	Sig. (2-tailed)	<,001		<,001	<,001	<,001	<,001
	N	361	361	361	361	361	361
KW3	Pearson Correlation	.593**	.680**	1	.581**	.525**	.830**
	Sig. (2-tailed)	<,001	<,001		<,001	<,001	<,001
	N	361	361	361	361	361	361
KW4	Pearson Correlation	.541**	.520**	.581**	1	.631**	.797**
	Sig. (2-tailed)	<,001	<,001	<,001		<,001	<,001
	N	361	361	361	361	361	361
KW5	Pearson Correlation	.529**	.491**	.525**	.631**	1	.778**
	Sig. (2-tailed)	<,001	<,001	<,001	<,001		<,001
	N	361	361	361	361	361	361
TOTAL_KW	Pearson Correlation	.825**	.832**	.830**	.797**	.778**	1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	
	N	361	361	361	361	361	361

**. Correlation is significant at the 0.01 level (2-tailed).

Validity of Variable Brand Image

Correlations

		BI1	BI2	BI3	BI4	TOTAL_BI
BI1	Pearson Correlation	1	.651**	.584**	.469**	.848**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001
	N	361	361	361	361	361
BI2	Pearson Correlation	.651**	1	.506**	.425**	.805**
	Sig. (2-tailed)	<,001		<,001	<,001	<,001
	N	361	361	361	361	361
BI3	Pearson Correlation	.584**	.506**	1	.488**	.796**
	Sig. (2-tailed)	<,001	<,001		<,001	<,001
	N	361	361	361	361	361
BI4	Pearson Correlation	.469**	.425**	.488**	1	.751**
	Sig. (2-tailed)	<,001	<,001	<,001		<,001
	N	361	361	361	361	361
TOTAL_BI	Pearson Correlation	.848**	.805**	.796**	.751**	1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	
	N	361	361	361	361	361

**. Correlation is significant at the 0.01 level (2-tailed).

Validity of Variable Moderation (Brand Ambassador)

Correlations

		BA1	BA2	BA3	BA4	BA5	TOTAL_BA
BA1	Pearson Correlation	1	.546**	.505**	.586**	.533**	.777**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001	<,001
	N	361	361	361	361	361	361
BA2	Pearson Correlation	.546**	1	.630**	.568**	.541**	.806**
	Sig. (2-tailed)	<,001		<,001	<,001	<,001	<,001
	N	361	361	361	361	361	361
BA3	Pearson Correlation	.505**	.630**	1	.681**	.604**	.835**
	Sig. (2-tailed)	<,001	<,001		<,001	<,001	<,001
	N	361	361	361	361	361	361
BA4	Pearson Correlation	.586**	.568**	.681**	1	.707**	.860**
	Sig. (2-tailed)	<,001	<,001	<,001		<,001	<,001
	N	361	361	361	361	361	361
BA5	Pearson Correlation	.533**	.541**	.604**	.707**	1	.821**
	Sig. (2-tailed)	<,001	<,001	<,001	<,001		<,001
	N	361	361	361	361	361	361
TOTAL_BA	Pearson Correlation	.777**	.806**	.835**	.860**	.821**	1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	
	N	361	361	361	361	361	361

**. Correlation is significant at the 0.01 level (2-tailed).

Validity of Variable Purchase Intention

Correlations

		PI1	PI2	PI3	PI4	TOTAL_PI
PI1	Pearson Correlation	1	.566**	.441**	.432**	.783**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001
	N	361	361	361	361	361
PI2	Pearson Correlation	.566**	1	.407**	.437**	.761**
	Sig. (2-tailed)	<,001		<,001	<,001	<,001
	N	361	361	361	361	361
PI3	Pearson Correlation	.441**	.407**	1	.559**	.780**
	Sig. (2-tailed)	<,001	<,001		<,001	<,001
	N	361	361	361	361	361
PI4	Pearson Correlation	.432**	.437**	.559**	1	.787**
	Sig. (2-tailed)	<,001	<,001	<,001		<,001
	N	361	361	361	361	361
TOTAL_PI	Pearson Correlation	.783**	.761**	.780**	.787**	1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	
	N	361	361	361	361	361

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability test Korean Wave

Reliability Statistics

Cronbach's Alpha	N of Items
.871	5

Reliability test Brand Image

Reliability Statistics

Cronbach's Alpha	N of Items
.812	4

Reliability test Brand Ambassador

Reliability Statistics

Cronbach's Alpha	N of Items
.877	5

Reliability test Purchase Intention

Reliability Statistics

Cronbach's Alpha	N of Items
.782	4

3. Model 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.658[a]	.433	.430	1.735
a. Predictors: (Constant), Brand_Ambassador, Korean_wave				

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	823.044	2	411.522	136.648	<.001[b]
	Residual	1078.136	358	3.012		
	Total	1901.180	360			
a. Dependent Variable: Brand_image b. Predictors: (Constant), Brand_Ambassador, Korean_wave						

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.735	.467		10.136	<.001
	Korean_wave	.143	.037	.216	3.924	<.001
	Brand_Ambassador	.344	.039	.490	8.887	<.001
a. Dependent Variable: Brand_image						

4. **Model 2**

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.678[a]	.459	.455	1.868

a. Predictors: (Constant), Brand_image, Korean_wave, Brand_Ambassador

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1057.844	3	352.615	101.017	<.001[b]
	Residual	1246.156	357	3.491		
	Total	2304.000	360			

a. Dependent Variable: C_Purchase_intention

b. Predictors: (Constant), Brand_image, Korean_wave, Brand_Ambassador

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.015	.571		3.531	<.001
	Korean_wave	.152	.040	.208	3.780	<.001
	Brand_Ambassador	.108	.046	.140	2.347	.019
	Brand_image	.469	.057	.426	8.246	<.001

a. Dependent Variable: C_Purchase_intention

SOBEL TEST X1-Z-Y MODEL1

To conduct the Sobel test

Details can be found in Baron and Kenny (1986), Sobel (1982), Goodman (1960), and MacKinnon, Warsi, and Dwyer (1995). Insert the *a*, *b*, s_a, and s_b into the cells below and this program will calculate the critical ratio as a test of whether the indirect effect of the IV on the DV via the mediator is significantly different from zero.

Input:			Test statistic:	Std. Error:	*p*-value:
a	0.143	Sobel test:	0.80477142	0.08333671	0.4209516
b	0.469	Aroian test:	0.78017619	0.08596392	0.43528718
s_a	0.037	Goodman test:	0.83184977	0.08062393	0.40549375
s_b	0.57	Reset all	Calculate		