

EXAMINING THE IMPACT OF BRAND IMAGE, KOREAN WAVE, FANATISCM, AND NCT DREAM BRAND AMBASSADOR ON CONSUMER PURCHASE DECISIONS

Devia Nafisah Putri¹, Budi Santoso², Wenny Murtaliningtyas³

¹Muhammadiyah University of Jember¹; devianafisah05@gmail.com

²Muhammadiyah University of Jember²; budisantoso@unmuhjember.ac.id

³Muhammadiyah University of Jember³; wennymurtaliningtyas@unmuhjember.ac.id

*Correspondence: Devia Nafisah Putri
Email: devianafisah05@gmail.com

Published: September, 2024



Copyright: © 2024 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).

Abstract: An effective marketing strategy will certainly influence consumers in making purchasing decisions. This study aims to analyze the effect of brand image, korean wave, fanaticism and NCT Dream brand ambassador on purchasing decisions for Lemonilo noodles in Jember. The sampling method uses purposive sampling technique. The sample used was 193 respondents from the population of 2020 batch of economics & business faculty students at Universitas Muhammadiyah Jember. The analysis method used is multiple linear regression analysis with the help of SPSS version 23. The results of the partial test research show that brand image, fanaticism and brand ambassadors have a positive and significant effect on purchasing decisions for Lemonilo Noodles, while korean waves have no significant effect on purchasing decisions for Lemonilo Noodles.

Keywords: brand image, brand ambassador, purchase decision.

INTRODUCTION

We need to maintain a healthy lifestyle in our daily lives, such as maintaining our diet and consuming healthy foods. With the development of modern and, of course, increasingly advanced technology, people tend to opt for fast and easy-to-use products, especially in the food category, and one of the types of food that is often in great demand is instant noodles. The industrial sector is more developed, as the consumption of instant noodles is increasing globally and even in Indonesia, which calls for competition among the instant noodle industries. The situation of increasing consumption of instant noodles in the world causes a phenomenon that is one of the competitions of instant noodle companies in Indonesia. This phenomenon can be seen by the continuous emergence of new noodle products that provide the advantages of each, for example, there is a relatively new noodle product established in 2016, Lemonillo Noodle product, but since its appearance, the general public has not been very familiar with Lemonillo Noodle products, so this product is not very popular in the market. Therefore, PT Lemonilo will use a marketing strategy in collaboration with Boyband NCT Dream to increase Lemonilo's products from January to August 2023.

As an example of this phenomenon, consider the case of Lemonilo noodles, which are experiencing difficulties in business because they were able to build their brand through a partnership with one K-Pop group, NCT Dream. The use of instant noodles in Indonesia continues to increase from time to time. The emergence of the Korean wave, which is becoming increasingly popular throughout the

population and increasingly mainstream in Indonesia. however, based on the information statement about Lemonilo is not as popular as other brands, it is likely because Lemonilo Noodle products do not always have a strong enough brand to meet the demand of the local population.

Brand image according to (Kotler and Keller, 2012) can be interpreted as consumer perception of a product brand which is formed from information obtained by consumers through the experience of using the product.

The research "The Influence of Choi Siwon as a Brand Ambassador, Brand Image and Taste on the Purchase Decision of Spicy Korean Spicy Noodles" was conducted by [1] (Ilmi, Pawenang, and Marwati in 2020). The findings of the study show that while the perception of taste does not have a positive impact, the variables of independent brand ambassador and brand image together have a major impact on purchasing decisions. The study differed from the previous ones in brand imagery, fanaticism, the Korean wave, and brand ambassadors were the first independent variables included in the study. Thus, four independent variables and one bound variable were used in this study, compared to the previous study using only two independent variables and one bound variable. Based on these problems, it is necessary to conduct research to test the influence on the existence of the sale of Mie Lemonilo carried out by the company. The results of the research will be poured out by the author in a paper entitled " The impact of NCT Dream's brand image, Korean wave, fanaticism and brand ambassador on the decision to purchase Lemonilo Noodles at Jember NCT Dream brand image, Korean wave, fanaticism and brand ambassador on the decision to purchase Lemonilo Noodles at Jember ".

The goal of this study is to provide recommendations to the Lemonilo Noodle Company, since it is conducted with direct customer input and will be helpful in determining the company's next move to enable it to compete with other goods.

METHOD

Research design

Pitfall of data and information needed for a study. This study uses a quantitative method in explanatory research to identify and evaluate the relationship between variables, to determine whether one variable is causing a reciprocal influence between it and the other, or to determine whether a variable is influenced by other variables.

Population, Sample, Sampling

Population is a generalization area that includes subjects or objects that have specific characteristics, which are studied by researchers and then analyzed in order to draw conclusions (Sugiono, 2017). In this study, the sample used was all students in the Faculty of Economics and Business class of Muhammadiyah Jember University in 2020.

To determine the number of samples used in this study, the Slovin formula was used. Based on the number of people present, i.e. 372 students, where the entire population is representative, we consider that the teacher has criteria in accordance with the market segmentation used by the teacher. To determine the number of samples used in this study, the Slovin formula was used. Based on the number of respondents, which is 372, where the entire representative population, is considered to have criteria in accordance with market segmentation. For example, for some respondents who have bought Lemonilo and used a 5% error rate, the calculation is as follows:

$$n = \frac{372}{1 + 255(0,05)^2}$$
$$= \frac{372}{1 + 255(0,05)^2} = 192,746113$$

n = 192,746113 or rounded to 193

The number of samples that have been determined is 193 people. The number of respondents is considered sufficient to produce data that can reflect the condition of the population. In this study, the researcher distributed an online questionnaire through Google Form to students at the Faculty of Economics & Business, Muhammadiyah University of Jember.

Instrument

The data were analyzed using numerical values and then determining the score, to determine the impact of the independent variable (X) on the bound variable (Y). Using some relevant tests to support this research are as follows:

Validity Test

In this study, Pearson's correlation approach was used to assess the validity of statements in the questionnaire. The purpose of the validity test is to assess the validity of the questionnaire. The data is considered valid when the calculated correlation coefficient exceeds the value in the T table.

Realibility Test

Reliability is a measurement tool used to assess the consistency of statements when repeated on different topics (Matondang, 2009). In this study, the reliability test was performed using the Cronbach Alpha method. Reliability decisions are made based on alpha values; If the alpha value exceeds the table, the proposals in the questionnaire are considered relative or consistent.

Regression

To find out or measure the intensity of the relationship between the bound variable (Y) and some independent variable (X), the type of analysis used is multiple regression analysis, the regression equation model used can be formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

y = variable bound purchase decision

a = constant

b1 = 1st independent variable regression coefficient

x1 = *brand image*

x2 = *korean wave*

x3 = *fanatisme*

x4 = *brand ambassador*

e = standar error

Normality Test

The normality test is used to test whether an independent variable and a bound variable or both have normal distribution values or not.

T-Test

The partial test t is used to check for the existence of an influence between independent variables and individually related variables.

Coefisien Determinant (R^2)

The coefficient of determination (R^2) is a measure that demonstrates the contribution of the independent variable to the dependent variable. This means that the coefficient of determination demonstrates the amount of variation in Y that can be explained by the linear influence of X. If the coefficient of determination is equal to 1, it means that the regression line formed corresponds perfectly to the observed values.

RESULTS AND DISCUSSION

Validity Test

Table 1. Result Validity Test *Brand image* (X_1)

Variable	Item	R score	R table	Information
<i>Brand Image</i> (X_1)	X1.1	0,587	0,1188	Valid
	X1.2	0,729	0,1188	Valid
	X1.3	0,726	0,1188	Valid
	X1.4	0,692	0,1188	Valid

Based on the results in table 1 X1.1 with a score of 0.587, X1.2 with a score of 0.729, X1.3 with a score of 0.726, and X1.4 with a score of 0.692, it can be concluded that all questions about brand image are declared valid.

Table 2. Result Validity Test *Korean Wave* (X_2)

Variabel	Item	R score	R table	information
<i>Korean Wave</i> (X_2)	X2_1	0,694	0,1188	Valid
	X2_2	0,647	0,1188	Valid
	X2_3	0,758	0,1188	Valid

Based on the results in table 2, X2.1 has a score of 0.694, X2.2 has a score of 0.647, and X2.3 has a score of 0.758. Therefore, it can be concluded that all questions regarding the Korean Wave are valid.

Table 3. Result Validity Test *Fanatism* (X_3)

Variable	Item	R score	R table	information
Fanatism (X_3)	X3_1	0,715	0,1188	Valid
	X3_2	0,700	0,1188	Valid
	X3_3	0,646	0,1188	Valid
	X3_4	0,733	0,1188	Valid

Based on the results in table 3, the correlation value of X3.1 is 0.715, and the total score shows a correlation with the table of 0.1188. Therefore, it can be concluded that all statements regarding fanaticism are declared valid.

Table 4. Result Validity Test *Brand Ambassador* (X_4)

Variable	Item	R score	R table	information
----------	------	---------	---------	-------------

<i>Brand Ambassador</i> (X ₄)	X4_1	0,709	0,1188	Valid
	X4_2	0,636	0,1188	Valid
	X4_3	0,740	0,1188	Valid
	X4_4	0,790	0,1188	Valid

Based on the results in table 4, the output of the correlation value X4.1 with a score of 0.709 and continuously with the total score showing the correlation value with the r table of 0.1188, it can be concluded that all statements regarding brand ambassadors are declared valid.

Table 5. Result Validity Test- Custemor Decision (Y)

Variable	Item	R score	R table	information
Customer Decision (Y)	X4_1	0,731	0,1188	Valid
	X4_2	0,645	0,1188	Valid
	X4_3	0,681	0,1188	Valid
	X4_4	0,686	0,1188	Valid
	X4_5	0,681	0,1188	Valid

Based on the results in table 5, the output of the correlation value Y_1 with a score of 0.731 and so on with a total score showing a correlation value with the r of the table, which is 0.1188, it can be concluded that all statements regarding the purchase decision (Y) are declared valid.

Reability Test

Table 6. Result Reability Test

Variable	Cronbach's Alpha	R Table	Information
<i>Brand Image</i> (X1)	0,624	0,1188	Reliabel
<i>Korean Wave</i> (X2)	0,473	0,1188	Reliabel
Fanatisme (X3)	0,645	0,1188	Reliabel
<i>Brand Ambassador</i> (X4)	0,690	0,1188	Reliabel
Customer Decision (Y)	0,716	0,1188	Reliabel

Based on the results in table 6, all variables used in this study are proven to be reliable. This means that the respondents' answers have been consistent in answering each statement item that measures each variable.

Normality test

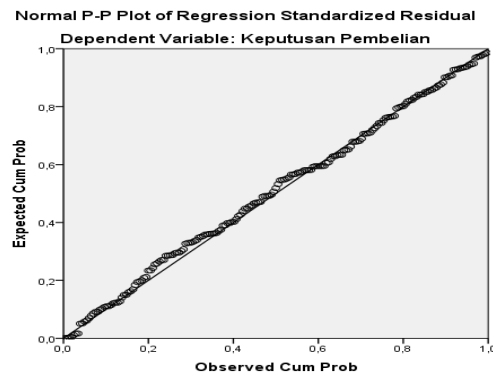


Figure 1 output uji normality

In Figure 1, the normality test with the P-P Plots of Regression Standardized Residual approach, using the purchase decision dependent variable (Y), shows that the dots spread around the line and follow the direction of the diagonal line. This shows that the data is normally distributed and that the regression model meets the normality assumptions

Table 8. Result Regression Analysis
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,068	1,125		1,839	,068
BRAND IMAGE (X1)	,437	,076	,328	5,768	,000
KOREAN WAVE (X2)	-,096	,103	-,064	-,928	,355
FANATISME (X3)	,465	,091	,386	5,088	,000
BRAND AMBASSADOR (X4)	,294	,086	,241	3,421	,001

a. Dependent Variable: KEPUTUSAN PEMBELIAN (Y)

Based on table 8 of the results of the coefficients above, the regressional equation model that can be formulated is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

$$\text{Purchase decision (Y)} = 2,068 + 0,437X_1 - 0,096X_2 + 0,465X_3 + 0,294X_4$$

Conclusion:

The constant value of 2.068 indicates that if the variables Brand image, Korean wave, fanaticism, and brand ambassador are valued at 0, then the decision rate to purchase Lemonilo noodle products is 2.068.

The value of the Brand image coefficient (β_1) of 0.437 with a positive value indicates that every increase in brand image by 1 unit will increase the purchase decision by 0.437, assuming the other variables remain constant.

The value of the fanaticism coefficient (β_3) of 0.465 with a positive value shows that every increase in fanaticism by 1 unit will increase the purchase decision of Lemonilo noodle products by 0.465, assuming the other variables remain constant.

The value of the Brand Ambassador coefficient (β_4) of 0.294 with a positive value shows that every increase in the role of the brand ambassador by 1 unit will increase the purchase decision of Lemonilo noodle products by 0.294, assuming that other variables remain constant.

Table 9. Output T-Test

Variable	T _{score}	T _{table}	iformation
<i>Brand Image</i> (X1)	5,768	1,973	Accept
<i>Korean Wave</i> (X2)	-0,928	1,973	Accept
Fanatism (X3)	5,088	1,973	Reject
<i>Brand Ambassador</i> (X4)	3,421	1,973	Reject

Based on table 9, the conclusions reached by the researcher are as follows:

In the first assumption, the regression analysis results show that the branding variable has a t-count value of 5.768, which is higher than the t-table value of 1.973. According to table (9), a significance value of 0.000 was obtained, which is lower than the significance level of 0.05. It can therefore be concluded that this hypothesis is accepted.

According to the second hypothesis, the results of regression analysis show that the Korean Wave variable does not have a significant influence on the purchase decision. The t-count value for the Korean Wave variable is -0.928, which is lower than the t-table value of 1.973.

As a result, a significance value of 0.355 was obtained in table (9), which was higher than the significance value of 0.05 ($0.05 > 0.355$). Therefore, it can be concluded that this hypothesis must be rejected.

Based on the third hypothesis, the results of the regression analysis indicate that the fanaticism variable has a significant impact on purchasing decisions. The t-count value of the fanaticism variable is 5.088, which is higher than the t-table value of 1.973. In table (9), a significance value of 0.000 was obtained, which is lower than the significance level of 0.05. It can therefore be concluded that this hypothesis is accepted.

Based on the fourth hypothesis, the brand ambassador variable has a positive effect on purchasing decisions. According to the results of the regression analysis, the tcal value is 3.421, which exceeds the table value of 1.973, and has a significance value of 0.001, which is lower than the significance value of 0.05 (as shown in table 9). Therefore, we can conclude that the hypothesis is acceptable.

Table 10 Output Determinant Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772 ^a	.596	.588	1,94242

a. Predictors: (Constant), BRAND AMBASSADOR (X4), BRAND IMAGE (X1), KOREAN WAVE (X2), FANATISME (X3)

According to table 10, the resulting Adjusted R Square value is 0.558, or 55.8%. This shows that the impact of brand image (X1), Korean wave (X2), fanaticism (X3) and brand ambassador

(X4) on purchase decisions (Y) is 55.8%, which is considered a moderate influence (Chin, 1998). The remaining 41.2% was influenced by other variables that were not tested in this study.

CONCLUSION

The Influence of Brand Image on Purchase Decisions

The results of the multiple regression analysis show that brand image has a significant impact on purchasing decisions. This can be seen from the results of the simulation with SPSS 23 for Windows, which obtained a calculation value of $5.768 > 1.973$, with a significance value of 0.000 lower than the significance value of 0.05. The reputation of Mie Lemonilo products is perceived positively by the surrounding community and plays a role in purchasing decisions. This is consistent with findings in previous studies Siswandi and Djawoto [2] which show that brand image has a significant impact on purchase decisions.

The Influence of the Korean Wave on Purchasing Decisions

Menurut hasil analisis regresi berganda, bahwa Korean wave tidak memiliki pengaruh signifikan terhadap keputusan pembelian. Hasil analisis dengan SPSS 23 untuk Windows menunjukkan tabel $< \text{nilai perhitungan, yaitu } -0,928 > 1,973$ pada tingkat signifikansi 0,05, dengan nilai tanda $0,355 > 0,05$, menunjukkan bahwa variabel Korean Wave tidak signifikan untuk keputusan pembelian. This finding is different from previous research Hendayana and Afifah [3] which showed that the Korean wave influenced purchase decisions.

The Influence of Fanaticism on Purchase Decisions

According to the results of multiple regression analysis, fanaticism has a significant influence on purchase decisions. The results of the analysis with SPSS 23 for Windows show a table $> \text{calculation values, which are } 5.088 > 1.973$ at a significance level of 0.05, with a mark of $0.000 < 0.05$, indicating that the fanaticism variable has a significant effect on the purchase decision. Fanaticism is when a person is overly enthusiastic about something and fanatical about things that an individual considers important. In this situation, the packaging of Mie Lemonilo products, including the photocard of the boy group NCT Dream from South Korea, became one of the elements that aroused great interest in consumers. These findings are also consistent with previous research Lestari and Rahmawan [4] which showed that fanaticism plays a role in purchasing decisions.

The Influence of Brand Ambassadors on Purchasing Decisions

According to the results of multiple regression analysis, brand ambassadors have a significant influence on purchasing decisions. Calculations conducted with SPSS 23 for Windows revealed a table $> \text{calculate the calculation values, which are } 3.421 > 1.973$ at a significance level of 0.05, with a value of $0.001 < 0.05$, indicating that the "brand ambassador" variable has a significant impact on purchase decisions.

Boygroupp NCT Dream, which acts as a brand ambassador, plays a vital role in influencing the decision to purchase Mie Lemonilo products. This finding is in line with the results of previous research Hendayana and Afifah, 2021 [3], which also emphasized that brand ambassadors have an influence on purchasing decisions.

The Influence of Brand Image, Korean Wave, Fanaticism and Brand Ambassador on Purchasing Decisions

Together, brand image, Korean wave, fanaticism, and brand ambassadors have a significant impact on purchasing decisions. This means that increasing the brand image of a product can increase the intensity of consumer decisions. In addition, the emergence of foreign cultures that have long been introduced to Indonesia, namely the Korean wave, can cause a sense of fanaticism towards something they want to have. It seems that the Korean wave and fanaticism are inseparable, someone who is already familiar with foreign cultures will eventually develop some form of fanaticism. This is in line with research Siswandi and Djawoto [5] stating that brand image and the Korean wave have a significant influence on purchasing decisions.

REFERENCES

- [1] S. Ilmi, S. Pawenang, and F. S. Marwati, "Pengaruh Choi Siwon Sebagai Brand Ambassador, Brand Image, dan Cita Rasa Terhadap Keputusan Pembelian Mie Sedaap Korean Spicy Chicken," *J. Ilm. Edunomika*, vol. 4, no. 01, pp. 103–113, 2020, doi: 10.29040/jie.v4i01.822.
- [2] R. A. Siswandi and Djawoto, "Pengaruh Celebrity Endorser, Korean Wave, Brand Image, Word of Mouth terhadap Keputusan Pembelian," *Jurnal Ilmu Dan Ris. Manaj.*, vol. 8, p. 5, 2019, [Online]. Available: <http://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/2504/2507>
- [3] Y. Hendayana and N. Afifah, "Pengaruh Brand Ambassador Dan Korean Wave Terhadap Minat Belanja Online Melalui Marketplace Tokopedia," *Kinerja*, vol. 3, no. 1, pp. 32–46, 2021, doi: 10.34005/kinerja.v3i1.1285.
- [4] H. A. Lestari and G. Rahmawan, "Pengaruh fanatisme, gaya hidup hedonis, dan persepsi konsumen terhadap keputusan pembelian pada produk iPhone di Indonesia," *J. Ilmu Manaj.*, vol. 11, pp. 129–137, 2023, [Online]. Available: <https://journal.unesa.ac.id/index.php/jim/article/view/20913/9287>
- [5] R. D. Indah Wardani, "Pengaruh Brand Image, Korean Wave, Fanatisme dan Brand Ambassador terhadap Keputusan Pembelian," *Ekon. J. Econ. Bus.*, vol. 7, no. 2, pp. 1114–1124, 2023, doi: 10.33087/ekonomis.v7i2.1357.
- [6] N. Puspitasari, N. Aphrodite, and E. Sulaeman, "Pengaruh Promosi, Brand Ambassador Dan Korean Wave Terhadap Minat Beli Produk Somethinc," *War. Dharmawangsa*, vol. 17, no. 1, pp. 302–314, 2023, doi: 10.46576/wdw.v17i1.2943.
- [7] T. Wahyuni and A. Zuhriyah, "Perilaku Konsumen Terhadap Keputusan Pembelian Puduk Di Toko Sari Kelapa," *Agriscience*, vol. 1, no. 1, pp. 232–243, 2020, doi: 10.21107/agriscience.v1i1.8005.
- [8] C. . Faradasya and N. Trianasari, "Pengaruh Brand Ambassador Kpop Stray Kids Dan Brand Image the Influence of Brand Ambassador Kpop Stray Kids and Brand Image on Purchase Decisions (Study Case of E-Commerce Shopee)," *e-Procedding Manag.*, vol. 8, no. 2, pp. 1–9, 2021, [Online]. Available: <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/14755>
- [9] Sari et al., "Pengaruh Brand Image terhadap Keputusan Pembelian Konsumen : Studi Kasus Variabel Green Marketing dan Brand Ambassador UMKM Ngudi Rejeki Kelorida," *Al-Kharaj J. Ekon. , Keuang. Bisnis Syariah*, vol. 4, no. 2, pp. 308–327, 2022, doi: 10.47467/alkharaj.v43i2.644.
- [10] S. P. Utomo, "Pengaruh Daya Tarik Iklan, Brand Ambassador Nct Dream, Dan Brand Image Terhadap Keputusan Pembelian Konsumen Mie Lemonilo ...," vol. 2, no. 9, 2023, pp. 4405–4414. [Online]. Available:

-
- <http://repository.unas.ac.id/id/eprint/7035%0Ahttp://repository.unas.ac.id/7035/7/LAMPIRAN.pdf>
- [11] T. Uda, R. Alexandro, S. Rohaetin, J. R. Sormin, and F. H. H, “Pengaruh Citra Merek / Brand Image Terhadap Keputusan Pembelian Konsumen Pada Produk Eiger Palangka Raya,” vol. 3, no. 2, pp. 44–51, 2022, [Online]. Available: <https://e-journal.upr.ac.id/index.php/edu/article/view/4963>
- [12] Y. N. Khoiriah and G. Rahmawan, “Pengaruh Fanatisme, Packaging, Promotion, dan Product Innovation terhadap Keputusan Pembelian Produk BTS Meal Mcdonald’s di Soloraya,” *J. Indones. Sos. Sains*, vol. 3, no. 4, pp. 601–614, 2022, doi: 10.36418/jiss.v3i4.574.
- [13] A. D. Yanthi, P. Hadi, and M. Astuti, “Peran Korea Wave, Lifestyle Dan Brand Ambassador Terhadap Keputusan Pembelian Produk Innisfree,” *Pros. Biema*, vol. 1, no. 1, pp. 179–195, 2020, [Online]. Available: <https://conference.upnvj.ac.id/index.php/biema/article/view/861/495>
- [14] S. H. Lawu, R. Andriani, and R. Febriana, “Dampak Brand Ambassador Terhadap Keputusan Pembelian,” vol. 9, no. 2, pp. 183–192, 2021, [Online]. Available: <http://ejournal-binainsani.ac.id/index.php/JAK/article/view/1591/1341>
- [15] F. A. Sugianto, N. E. Fauziah, and I. H. Senjati, “Analisis Pengaruh Citra Merek (Brand Image) dan Kualitas Produk terhadap Keputusan Pembelian di Outlet Mezora Tubagus Ismail Analysis of The Influence of Brand Image and Quality Products On Purchasing Decision at Mezora Outlet Tubagus Ismail Pendahuluan,” pp. 143–149.
- [16] A. Syafikarani, “Analisis Strategi Digital Marketing dalam Pemasaran Album K-Pop (Studi Kasus : Weverse Shop – BTS),” *TANRA J. Desain Komun. Vis. Fak. Seni dan Desain Univ. Negeri Makassar*, vol. 8, no. 1, p. 1, 2021, doi: 10.26858/tanra.v8i1.19114.
- [17] F. P. Nugraha and C. N. Yatna, “Oikonomia : Jurnal Manajemen Perilaku Konsumtif Memediasi Pengaruh Social Media Marketing Fanatisme terhadap Keputusan Pembelian,” 2023.