

## **BAB IV**

### **RESULTS AND DISCUSSION**

#### **4.1 General Description of the Research Object**

Scarlett Whitening, is a local beauty care product founded by Felicya Angelista in 2017. Scarlett Whitening itself focuses on body care products, facial care and then hair. Scarlett Whitening by Felicya Angelista is a beauty product that already has BPOM certification, which means that all Scarlett Whitening products have been clinically tested so they will not harm the user's skin. Scarlett Whitening has also been trusted by Indonesian people of various ages and backgrounds. The product itself is also registered with BPOM and claims that it is safe for pregnant women and breastfeeding. In addition, Scarlett also does not use substances that are harmful to the skin, namely without mercury and without hydroquinone Scarlett Whitening (2019). Currently, Scarlett Whitening is one of the best-selling local beauty brands. Its products range from facial care, body care and hair care. This product is marketed at a price that is quite worth it, does not drain the bag while still providing good quality.

Scarlett Whitening itself is also busy and endorsed by various public figures or influencers. Even recently, Scarlett Whitening has been busy being discussed for making well-known South Korean actors, namely Song Joong Ki and Girlgroup Twice, who are both on the rise, become their brand ambassadors. The rise of the Korean wave which is being favored by the people of Indonesia has made everything about Korea always a hot topic for discussion. This is what makes many Indonesian local products make Korean artists a collaboration event, one of which is Scarlett Whitening. This Scarlett Whitening product collaboration with Song Joong Ki will be marketed exclusively on the marketplace marketplace since September 5, 2021 and on October 16, 2021, Scarlett Whitening officially announced that TWICE officially became brand ambassadors Riskita (2022).

#### **4.2 Description of Respondent Results Data**

##### **4.2.1 Respondent Profile**

Based on the results of the respondents' responses, then below the author will explain in advance about the identity of the respondent. The characteristics of the respondents were identified based on gender, age, profession, domicile, last education and monthly income. The following presents the results of the research on the identification of the characteristics of the respondents.

## 1. Gender

The following is the gender distribution of the 100 respondents have been studied:

Table 4.1 Respondent's Gender

No.	Gender	Frequency	Percent (%)
1.	Male	7	7.0
2.	Female	93	93.0
	Total	100	100,0

Source: Processed data

Table 4.1 shows that of the 100 respondents have been studied, as many as 7 respondents or 7.0% were male, while the respondents who were female were 93 people or 93.0%.

## 2. Age

The following is the age distribution of the 100 respondents have been studied:

Table 4.2 Respondent's Age

No.	Age	Frequency	Percent (%)
1	17-25	47	47.0
2	26-30	20	20.0
3	31-35	18	18.0
4	36-40	10	10.0
5	41-45	5	5.0
	Total	100	100,0

Source: Processed data

Table 4.2 shows that of the 100 respondents have been studied, there were 47.0% of respondents aged 17–25 years, respondents aged 26–30 years were 20.0%, respondents aged 31–35 years were 18.0%, respondents those aged 36–40 years are 10.0%, and respondents aged 41–45 years are 5.0%.

## 3. Profession

The following is the distribution of the professions of the 100 respondents have been studied:

Table 4.3 Respondent's Profession

No.	Profession	Frequency	Percent (%)
1	Employee	34	34.0
2	University Student	36	36.0
3	Student	12	12.0
4	Entrepreneur	9	9.0
5	Other	9	9.0
	Total	100	100,0

Source: Processed data

Table 4.3 shows that of the 100 respondents have been studied, there were 34.0% of the respondents who worked as employees, the respondents who as university students there were 36.0%, the respondents who as students were 12.0%, the respondents who worked as entrepreneurs were 9.0%, and respondents with other professions are 9.0%.

#### 4. Domicile

The following is the domicile distribution of the 100 respondents have been studied:

Table 4.4 Respondent's domicile

No.	Domicile	Frequensi	Percent (%)
1	West Surabaya	26	26.0
2	Central Surabaya	27	27.0
3	South Surabaya	15	15.0
4	East Surabaya	13	13.0
5	North Surabaya	19	19.0
	Total	100	100,0

Source: Processed data

Table 4.5 shows that of the 100 respondents have been studied, 26.0% of respondents who live in West Surabaya, 27.0% of respondents who live in Central Surabaya, 15.0% of respondents who live in South Surabaya, 13.0% of respondents

who live in East Surabaya, and respondents who live in North Surabaya as much as 19.0%.

### 5. Latest Education

The following is the educational distribution of the 100 respondents have been studied:

Table 4.5 Respondent's Education

No.	Latest Education	Frequency	Percent (%)
1	Middle School	12	12.0
2	High School	58	58.0
3	Bachelor	30	30.0
	Total	100	100,0

Source: Processed data

Table 4.2 shows that of the 100 respondents have been studied, 12.0% of respondents in middle school education, 58.0% of respondents in high school education, and 30.0% of respondents with undergraduate education.

### 6. Monthly Income

The following is the monthly income distribution of the 100 respondents have been studied:

Table 4.6 Respondent's Monthly Income

No.	Monthly Income	Frequency	Percent (%)
1	<= 500.000	40	40.0
2	500.000 - 1.000.000	8	8.0
3	1.000.000 - 2.000.000	27	27.0
4	2.000.000 - 3.000.000	18	18.0
5	> 3.000.000	7	7.0
	Total	100	100,0

Source: Processed data

Table 4.5 shows that of the 100 respondents have been studied, respondents with monthly income of less than or equal to IDR 500,000 were 40.0%, respondents with monthly income of IDR 500,000 to IDR 1,000,000 were 8.0%, respondents with a monthly income of IDR 1,000,000 to IDR 2,000,000 were 27.0%, respondents with

monthly income of IDR 2,000,000 to IDR 3,000,000 were 18, 0%, and respondents with a monthly income of more than IDR 3,000,000 is 7.0%.

#### 4.2.2 Description of Research variables

Based on the results of research that has been conducted on 100 respondents through distributing questionnaires. To get the trend of respondents' answers to the answers of each variable will be based on the range of answer scores.

##### a. Korean Brand Ambassador (X1)

Table 4.7 Korean Brand Ambassador Variable Answer Score Range

Question	Score					Average Question Items	SD
	SD (1)	D (2)	QA (3)	A (4)	SA (5)		
1	0	2	47	26	25	3,74	0,86
2	0	5	44	39	12	3,58	0,77
3	0	5	47	31	17	3,60	0,83
4	0	3	46	35	16	3,64	0,79
Total	0	15	184	131	70	3,64	0,81
%	0,0	3,8	46,0	32,8	17,5		

Source: Processed data

Based on the results of the data above, it is known that respondents' responses to the Korean Brand Ambassador (X1) variable with 4 questions and 100 research respondents can be identified with the following details:

Of the 4 questions given to respondents, the answer that was chosen strongly disagreed was 0.0%. Answers disagree there is 3.8%. answers quite agree there is 46.0%. Answers agree 32.8% and answers strongly agree there is 17.5%. So it can be seen that most of the respondents answered quite agree on the Korean Brand Ambassador (X1) variable.

##### b. Korean Wave (X2)

Table 4.8 Korean Wave Variable Answer Score Range

Question	Score					Average Question Items	SD
	SD (1)	D (2)	QA (3)	A (4)	SA (5)		
1	0	3	58	24	15	3,51	0,79
2	0	3	37	48	12	3,69	0,72
3	0	3	31	51	15	3,78	0,73

Total	0	9	126	123	42	3,66	0,75
%	0,0	3,0	42,0	41,0	14,0		

Source: Processed data

Based on the results of the data above, it is known that respondents' responses to the Korean Wave variable (X2) with 3 questions and 100 research respondents can be identified with the following details:

Of the 3 questions given to respondents, the answer that was chosen strongly disagreed was 0.0%. Answers disagree there is 3.0% answers quite agree there is 42.0%. Answers agree 41.0% and answers strongly agree there is 14.0%. So it can be seen that most of the respondents answered quite agree on the Korean Wave variable (X2).

**c. Price (X3)**

Table 4.9 Price Variable Answer Score Range

Question	Score					Average Question Items	SD
	SD (1)	D (2)	QA (3)	A (4)	SA (5)		
1	0	0	46	33	21	3,75	0,78
2	0	1	34	48	17	3,81	0,72
3	0	0	28	47	25	3,97	0,73
4	0	1	54	28	17	3,61	0,78
5	0	4	72	17	7	3,27	0,65
Total	0	6	234	173	87	3,68	0,73
%	0,0	1,2	46,8	34,6	17,4		

Source: Processed data

Based on the results of the data above, it is known that the respondents' responses to the price variable (X3) with 5 questions and 100 research respondents can be identified with the following details:

Of the 5 questions given to respondents, the answer that was chosen strongly disagreed was 0.0%. Answers disagree there is 1.2%. Answers quite agree there is 46.8%. Answers agree 34.6% and answers strongly agree there is 17.4%. So it can be seen that most of the respondents answered quite agree on the price variable (X3).

**d. Promotion (X4)**

Table 4.10 Promotion Variable Answer Score Range

Question	Score					Average Question Items	SD
	SD (1)	D (2)	QA (3)	A (4)	SA (5)		
1	0	3	44	28	25	3,75	0,87
2	0	5	39	33	23	3,74	0,87
3	0	3	43	39	15	3,66	0,77
4	0	3	66	21	10	3,38	0,71
Total	0	14	192	121	73	3,63	0,80
%	0,0	3,5	48,0	30,3	18,3		

Source: Processed data

Based on the results of the data above, it is known that respondents' responses to the Promotion variable (X4) with 4 questions and 100 research respondents can be identified with the following details:

Of the 4 questions given to respondents, the answer that was chosen strongly disagreed was 0.0%. Answers disagree there is 3.5% answers quite agree there is 48.0%. Answers agree 30.3% and answers strongly agree there is 18.3%. So it can be seen that most of the respondents answered quite agree on the Promotion variable (X3).

**e. Purchasing Decisions (Y)**

Table 4.11 Purchasing Decision Variable Answer Score Range

Question	Score					Average Question Items	SD
	SD (1)	D (2)	QA (3)	A (4)	SA (5)		
1	0	35	41	15	9	2,98	0,93
2	0	1	67	24	8	3,39	0,65
3	0	2	68	20	10	3,38	0,69
4	0	4	57	20	19	3,54	0,85
5	0	2	58	28	12	3,50	0,73
Total	0	44	291	107	58	3,36	0,77
%	0,0	8,8	58,2	21,4	11,6		

Source: Processed data

Based on the results of the data above, it is known that the respondents' responses to the Purchasing Decision variable (Y) with 5 questions and 100 research respondents can be identified with the following details:

Of the 5 questions given to respondents, the answer that was chosen strongly disagreed was 0.0%. Answers disagree there is 8.8%, answers quite agree there is 58.2%. Answers agree 21.4% and answers strongly agree there is 11.6%. So it can be seen that most of the respondents answered quite agree on the Purchasing Decision variable (Y).

### 4.3 Research result

#### 4.3.1 Data Quality Test

##### a. Validity Test

Validity testing in this study used 100 respondents and the data analysis tool used was IBM SPSS version 26 for windows.

To test the validity of this study, the conditions that must be met are:

- If  $r_{count} > r_{table}$ , then the questionnaire items are valid.
- If  $r_{count} < r_{table}$ , then the questionnaire items are said to be invalid.

Determination of r table:

$n = 100$  at 5% significance level

$(df) = n - 2 = 100 - 2 = 98$

If seen in the r table, for  $df = 98$  is 0.1966.

The following is a presentation of data from validity testing in this study.

Table 4.12 Validity Test Table

Variable	Question	r count	r table	Result
Korean Brand Ambassador (X1)	1	0,887	0.1966	Valid
	2	0,874	0.1966	Valid
	3	0,877	0.1966	Valid
	4	0,902	0.1966	Valid
Korean Wave (X2)	1	0,802	0.1966	Valid
	2	0,806	0.1966	Valid
	3	0,825	0.1966	Valid
Price	1	0,769	0.1966	Valid



(X3)	2	0,817	0.1966	Valid
	3	0,705	0.1966	Valid
	4	0,627	0.1966	Valid
	5	0,581	0.1966	Valid
	Promotion (X4)	1	0,724	0.1966
(X4)	2	0,817	0.1966	Valid
	3	0,807	0.1966	Valid
	4	0,750	0.1966	Valid
	Purchasing Decision (Y)	1	0,811	0.1966
(Y)	2	0,771	0.1966	Valid
	3	0,747	0.1966	Valid
	4	0,734	0.1966	Valid
	5	0,647	0.1966	Valid

*Source: Processed data*

In the table above, for each item the value of R count > R table, so that the data obtained from the research shows that each item on each variable is declared valid. The calculated R value can be seen in the SPSS output attachment in the correlation line between each item and the total variable, namely in the Pearson Correlation line, while the R table value can be seen in the R table attachment with a total of 100 data.

#### **b. Reliability Test**

This reliability test was carried out in order to test the consistency of the answers from the respondents.

Calculations or analysis processes are carried out using IBM SPSS version 26 for windows which provides facilities for measuring reliability with the Cronbach Alpha ( $\alpha$ ) statistical test.

The conditions that must be applied to this test are:

- Results  $\alpha > 0.60$  indicate reliable or consistent results.
- Results  $\alpha < 0.60$  indicate unreliable or inconsistent results.

The following is a presentation of reliability testing data in this study.

Table 4.13 Reliability Test Table

Variable	Koefisien Alpha Cronbach's	Conclusion
Korean Brand Ambassador	0,907	Reliabel

(X1)		
Korean Wave (X2)	0,738	Reliabel
Price (X3)	0,741	Reliabel
Promotion (X4)	0,774	Reliabel
Purchasing Decision (Y)	0,791	Reliabel

Source: Processed data

In the table above, the data obtained from the research shows that the variables Korean Brand Ambassador (X1), Korean Wave (X2), Price (X3), Promotion (X4) and Purchasing Decision (Y) have Cronbach's alpha coefficient values above 0.6 so it is proven reliable.

#### 4.3.2 Classical Assumption Test

##### a. Normality

Normality testing is carried out in order to test whether the data is normally distributed or not. Normality testing is carried out using the Kolmogorov Smirnov test, as follows:

Table 4.14 Kolmogorov-Smirnov Normality Test Results  
One-Sample Kolmogorov-Smirnov Test

		Standardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0E-7
	Std. Deviation	.97958969
	Absolute	.119
Most Extreme Differences	Positive	.054
	Negative	-.119
Kolmogorov-Smirnov Z		1.194
Asymp. Sig. (2-tailed)		.116

a. Test distribution is Normal.

b. Calculated from data.

Source: Processed data

The table above shows that the significance value of the standardized residual is 0.116 > 0.05 so that the residuals are normally distributed. This shows that the regression model is feasible to use because it fulfills the element of normality.

##### b. Heteroscedasticity

Heteroscedasticity testing here is carried out using a Scatter Plot graph, as follows:

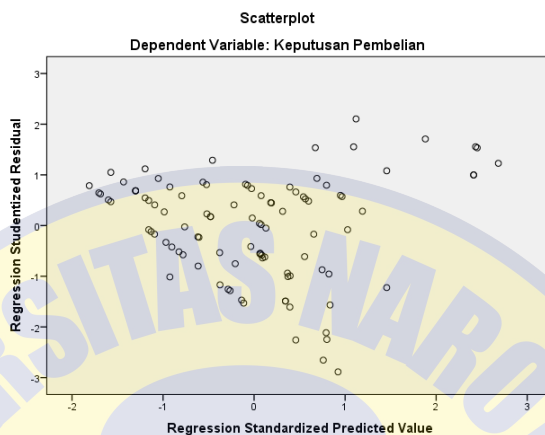


Figure 4.1 Graph of Scatterplot Heteroscedasticity Test Results

Based on the results of the heteroscedasticity test using the scatterplot graph above, it can be seen that the points spread below and above 0, and do not form a specific pattern so that there are no symptoms of heteroscedasticity.

**c. Multicollinearity**

Table 4.15 Multicollinearity Test Results

Collinearity Statistics		
Variable	Tolerance	VIF
X1	0.641	1.561
X2	0.496	2.018
X3	0.581	1.721
X4	0.433	2.312

Source: Processed data

From the table, the tolerance values for the independent variables are  $> 0.1$  and the VIF is  $< 10$ . These values indicate that there is no multicollinearity between the independent variables.

**4.3.3 Results of Multiple Linear Regression Analysis**

Multiple Regression Analysis is used to determine how much influence the independent variables Korean Brand Ambassador (X1), Korean Wave (X2), Price (X3) and Promotion (X4) have on the dependent variable Purchasing Decision (Y).

Based on the results of calculations from the multiple linear regression model, the results of the regression equation are obtained which can be seen in the table below:

Table 4.16 Table of Multiple Linear Regression Calculation Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.122	1.382		.088	.930		
1 Korean Brand Ambassador	.301	.077	.301	3.895	.000	.641	1.561
Korean Wave	.331	.139	.210	2.387	.019	.496	2.018
Price	.241	.090	.216	2.661	.009	.581	1.721
Promotion	.290	.108	.252	2.683	.009	.433	2.312

a. Dependent Variable: Purchasing Decision

From the table above it can be seen that the resulting regression equation is as follows:

The regression formula used is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

$$Y = 0,122 + 0,301 X_1 + 0,331 X_2 + 0,241 X_3 + 0,290 X_4 + e$$

Information :

Y : Purchasing Decision

e : Standard Error

$\alpha$  : Constant

X1 : Korean Brand Ambassadors

X2 : Korean Wave

X3 : Price

X4 : Promotion

$\beta_1$  : Regression coefficient of the Korean Brand Ambassador variable

$\beta_2$  : Regression coefficient of the Korean Wave variable

$\beta_3$  : Regression coefficient of the Price variable

$\beta_4$  : Regression coefficient of the Promotion variable

Based on the analysis of the regression coefficient values, it can be concluded that:

1. The value of the dependent variable Purchasing Decision (Y) can be seen from its constant value of 0.122 with a note that the independent variables Korean Brand Ambassador (X1), Korean Wave (X2) Price (X3) and Promotion (X4) have no effect on the dependent variable Purchasing Decision (Y).
2. The influence of the independent variable Korean Brand Ambassador (X1) on Purchasing Decision (Y) when viewed from the magnitude of the regression coefficient of 0.301, it can be interpreted that every change in the Korean Brand Ambassador (X1) variable by one unit, the Purchasing Decision variable (Y) will increase by 0.301 provided that the Korean Wave (X2), Price (X3) and Promotion (X4) variables are fixed.
3. The effect of the independent variable Korean Wave (X2) on Purchasing Decision (Y) when viewed from the magnitude of the regression coefficient of 0.331, it means that every change in the Korean Wave (X2) variable is one unit, the Purchasing Decision variable (Y) will increase by 0.331 with a note variable Korean Brand Ambassador (X1), Price (X3) and Promotion (X4) fixed.
4. The effect of the independent variable Price (X3) on Purchasing Decision (Y) when viewed from the magnitude of the regression coefficient of 0.241, it can be interpreted that for each change in the Price variable (X3) of one unit, the Purchasing Decision variable (Y) will increase by 0.241 with the record of the Korean Brand Ambassador (X1), Korean Wave (X2) and Promotion (X4) remain.
5. The influence of the independent variable Promotion (X4) on Purchasing Decision (Y) when viewed from the magnitude of the regression coefficient of 0.290, it can be interpreted that for each change in the Promotion variable (X4) by one unit, the Purchasing Decision variable (Y) will increase by 0.290 with a record of the variable Korean Brand Ambassador (X1), Korean Wave (X2) and Price (X3) are fixed.

#### **4.3.4 Hypothesis Testing**

##### **1. t test**

In this study hypothesis testing (t test) is used to determine whether the independent variables Korean Brand Ambassador (X1), Korean Wave (X2), Price (X3)

and Promotion (X4) have a significant effect on the dependent variable Purchasing Decision (Y) partially or individual.

For this reason, the t test was included in this study as shown in the following table:

Table 4.17 T Test Calculation Table

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
	(Constant)	.122	1.382				
1 Korean Brand Ambassador	.301	.077	.301	3.895	.000	.641	1.561
Korean Wave	.331	.139	.210	2.387	.019	.496	2.018
Price	.241	.090	.216	2.661	.009	.581	1.721
Promotion	.290	.108	.252	2.683	.009	.433	2.312

a. Dependent Variable: Purchasing Decision

**1. The Effect of Korean Brand Ambassador Variables (X1) on Purchasing Decisions (Y)**

- Hypothesis:

Ho :  $\beta_1 = 0$  (partially the Korean Brand Ambassador (X1) variable has no effect on the Purchasing Decision (Y)).

Ha :  $\beta_1 \neq 0$  (partially the Korean Brand Ambassador (X1) variable influences the Purchasing Decision (Y)).

- Significance value = 0,000
- The value of t count = 3,895
- The value of t table = 1,661

The value of t table can be seen in table t with df = 95 and significance 5%

- Conclusion:

Because the value of t count > t table is  $3.895 > 1.661$  and a significance value  $0.000 < 0.05$  then H0 is rejected and Ha is accepted. This shows that partially the Korean Brand Ambassador (X1) variable has a significant effect on the Purchasing Decision (Y).

**2. The Effect of Korean Wave Variables (X2) on Purchase Decisions (Y)**

- Hypothesis:

Ho :  $\beta_1 = 0$  (partially the Korean Wave variable (X2) has no effect on Purchasing Decisions (Y)).

Ha :  $\beta_1 \neq 0$  (partially the Korean Wave variable (X2) has an effect on Purchasing Decisions (Y)).

- Significance value = 0,019
- The value of t count = 2,387
- The value of t table = 1,661

The value of t table can be seen in table t with df = 95 and significance 5%

- Conclusion:

Because the value of t count > t table is  $2.387 > 1.661$  and a significance value  $0.019 < 0.05$  then  $H_0$  is rejected and  $H_a$  is accepted. This shows that partially the Korean Wave variable (X2) has a significant effect on Purchasing Decision (Y).

### 3. The effect of Price Variable (X3) on Purchasing Decision (Y)

- Hypothesis:

Ho :  $\beta_1 = 0$  (partially the price variable (X3) has no effect on purchasing decisions (Y)).

Ha :  $\beta_1 \neq 0$  (partially the price variable (X3) has an effect on purchasing decisions (Y)).

- Significance value = 0,009
- The value of t count = 2,661
- The value of t table = 1,661

The value of t table can be seen in table t with df = 95 and significance 5%

- Conclusion:

Because the value of t count > t table is  $2.661 > 1.661$  and a significance value of  $0.009 < 0.05$ ,  $H_0$  is rejected and  $H_a$  is accepted. This shows that partially the price variable (X3) has a significant effect on purchasing decisions (Y).

### 4. The Effect of Promotion Variables (X4) on Purchasing Decisions (Y)

- Hypothesis:

Ho :  $\beta_1 = 0$  (partially Promotion variable (X4) has no effect on Purchasing Decision (Y)).

Ha :  $\beta_1 \neq 0$  (partially the promotion variable (X4) has an effect on purchasing decisions (Y)).

- Significance value = 0,009

- The value of t count = 2,683
- The value of t table = 1,661

The value of t table can be seen in table t with df = 95 and significance 5%

- Conclusion:

Because the value of t count > t table is 2.683 > 1.661 and a significance value 0.009 < 0.05, H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. This shows that partially the promotion variable (X<sub>4</sub>) has a significant effect on purchasing decisions (Y).

## 2. f test

In this study hypothesis testing (f test) is used to determine whether the independent variables Korean Brand Ambassador (X<sub>1</sub>), Korean Wave (X<sub>2</sub>), Price (X<sub>3</sub>) and Promotion (X<sub>4</sub>) have a significant effect on the dependent variable Purchasing Decision (Y) simultaneously.

For this reason, in this study, the f test was included as shown in the following table:

Table 4 18 F Test Calculation Table

ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	518.934	4	129.733	41.686	.000 <sup>b</sup>
Residual	295.656	95	3.112		
Total	814.590	99			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Promotion, Korean Brand Ambassador, Price, Korean Wave

The steps in the F test are:

- Hypothesis:
  - H<sub>0</sub> :  $\beta_1, \beta_2, \beta_3, \beta_4 = 0$  (Korean Brand Ambassador (X<sub>1</sub>), Korean Wave (X<sub>2</sub>), Price (X<sub>3</sub>) and Promotion (X<sub>4</sub>) simultaneously or together does not influence the Purchasing Decision (Y))
  - H<sub>a</sub> :  $\beta_1, \beta_2, \beta_3, \beta_4 \neq 0$  (Korean Brand Ambassador (X<sub>1</sub>), Korean Wave (X<sub>2</sub>), Price (X<sub>3</sub>) and Promotion (X<sub>4</sub>) simultaneously influence the Purchasing Decision (Y))
- Significance value = 0,000
- The value of F count = 41,686
- The value of F table = 2,468



The value of F table can be seen in table F with  $df1 = 4$  and  $df2 = 95$ .

- Conclusion:

Because the value of F count  $>$  F table is  $41.686 > 2,468$  and a significance value of  $0.000 < 0.05$ ,  $H_0$  is rejected and  $H_a$  is accepted. This shows that Korean Brand Ambassador (X1), Korean Wave (X2), Price (X3) and Promotion (X4) simultaneously influence Purchasing Decision (Y).

#### 4.3.5 Multiple Correlation Coefficient (R) and Coefficient of Determination (R<sup>2</sup>)

Table 4.19 Determination Coefficient Table

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798 <sup>a</sup>	.637	.622	1.764

a. Predictors: (Constant), Promotion, Korean Brand Ambassador, Price, Korean Wave

b. Dependent Variable: Purchasing Decision

From the table above it is known that the value of the multiple correlation coefficient (R), namely the correlation between the independent variables Korean Brand Ambassador (X1), Korean Wave (X2), Price (X3) and Promotion (X4) to the dependent variable Purchasing Decision (Y) is 0.789 This means that there is a strong relationship between the independent variables Korean Brand Ambassador (X1), Korean Wave (X2), Price (X3) and Promotion (X4) to the dependent variable Purchasing Decision (Y).

The value of the coefficient of multiple determination (R-square) is 0.637 or 63.7%, this value indicates that 63.7% of the Purchasing Decision (Y) is influenced by Korean Brand Ambassador (X1), Korean Wave (X2), Price (X3) and Promotion (X4) and the remaining 36.3% are influenced by other variables outside the research.

#### 4.4 Analysis and Discussion of Research Results

Based on the results of the regression analysis test both partially and jointly between the Korean brand ambassador, Korean wave, price, and promotion variables on purchasing decision Scarlett whitening on the Shopee platform and resides in the Surabaya city are as follows:

**a. The Influence of Korean Brand Ambassador (X1) on Purchasing Decisions (Y)**

From the results of hypothesis testing, it was found that the Korean brand ambassador variable has a positive and significant effect on the purchasing decision of Scarlett Whitening on the Shopee platform and resides in the Surabaya city. These results were obtained from the results of the regression test statistic with the value of T count is 3.895, which means that for every increase in the brand ambassador variable by 1 unit, the purchasing decision will also increase by 3.895. The result of a significance value of 0,000 is smaller than 0.05. Then the hypothesis on H1 which states "Korean Brand Ambassador (X1) partially has a significant effect on purchasing decisions (Y)", the hypothesis is declared accepted. These results indicate that brand ambassadors do have a significant influence on purchasing decisions, therefore this shows that the more popular a brand ambassador contracted by a company is, the more consumers' attitudes will increase in making purchasing decisions for Scarlett Whitening products.

These results are also in line with previous research conducted by (Febri Putri Priyanto, Hari Purwanto, Robby Sandhi Dessyarti, 2021) with the title "*Pengaruh Korean Wave, Brand Ambassador dan Tagline "WIB" Terhadap Keputusan Pembelian pada Tokopedia Melalui Minat Beli*" with the t test of the brand ambassador variable which shows the value of t count > t table, namely  $2.441 > 1.97$  and a sig value of  $0.015 < 0.05$ . Therefore it can be concluded that the brand ambassador variable influences the purchasing decision of Scarlett Whitening on the Shopee platform and resides in the Surabaya city.

#### **b. The Influence of Korean Wave (X2) on Purchasing Decision (Y)**

From the results of hypothesis testing, it was found that the Korean wave variable has a positive and significant effect on the purchasing decision of Scarlett Whitening on the Shopee platform and resides in the Surabaya city. These results were obtained from the results of the regression test statistic with the value of T count is 2.387, which means that for every increase in the brand ambassador variable by 1 unit, the purchasing decision will also increase by 2.387. The result of a significance value of 0,019 is smaller than 0.05. Then the hypothesis on H1 which states "Korean Wave (X2) partially has a significant effect on purchasing decisions (Y)", the hypothesis is declared accepted. This shows that the current popularity of the Korean wave makes the audience more interested in Korean-influenced products, this will have an impact on consumer purchasing decisions.

These results are also in line with previous research conducted by (Heesoon Yang, Byoungho Ellie Jin, and Minji Jung, 2020) with the title "The Influence of Country

Image, the Korean Wave, and Website Characteristics on Cross- Border Online Shopping Intentions for Korean Cosmetics: Focusing on US and Chinese Consumers”. The purpose of this study was to examine the effects of the Korean Wave, macro and micro country image, and perceived website usefulness and ease of use on US and Chinese consumers’ intentions to purchase Korean cosmetics online. We conducted an online survey of US and Chinese consumers age 20 or older. Participants were asked to assume they were buying Korean cosmetics from the Kmall24 site. After browsing the site for 10 minutes, they responded to the questionnaire. A total of 500 responses (250 US consumers and 250 Chinese consumers) were used in the final analysis. For US consumers, the Korean Wave, perceived usefulness, and micro country image significantly affected cross-border online shopping intentions to purchase Korean cosmetics. For Chinese consumers, perceived usefulness, perceived ease of use, and the Korean Wave significantly affected cross-border online shopping intentions. Further, Chinese consumers scored significantly higher on all measured variables relative to US consumers. These findings highlight the need to understand every country’s consumer characteristics rather than judging exporting countries as homogeneous markets.

**c. The influence of Price (X3) on Purchasing Decision (Y)**

From the results of hypothesis testing, it was found that the price variable has a positive and significant effect on the purchase decision of Scarlett Whitening on the Shopee platform and resides in the Surabaya city. These results were obtained from the statistical results of the regression test with the value of t count is 2.661, which means that for every increase in the brand ambassador variable by 1 unit, the purchase decision will also increase by 2.661. The result of a significance value of 0,009 is smaller than 0.05. Then the hypothesis on H1 which states "Price (X3) partially has a significant effect on purchasing decisions (Y)", the hypothesis is declared accepted. Shows that if the price given is in accordance with product quality, product benefits, and the economic capabilities of the target market, it will make consumers confident to make a purchasing decision for Scarlett Whitening products.

These results are also in line with previous research conducted by (Dyah Ayu Rara Sukmawati, Muhammad Mathori, Achmad Marzuki, 2022) with title “*Pengaruh Promosi, Harga, dan Kualitas Produk Terhadap Keputusan Pembelian Produk Skincare Somethinc*”. This study aims to determine the effect of promotion, price, and product quality partially or simultaneously on the purchase decision of SomeThinc skincare products. The population in this study were consumers of SomeThinc skincare products

in the Special Region of Yogyakarta. The number of samples is 100 respondents using non-random sampling technique with purposive sampling method. Data collection was done by using a questionnaire. The analytical method used in this study is multiple linear regression analysis with the help of SPSS version 25.00 program. Testing the partial hypothesis using the t test and simultaneously using the F test. The results show that partially promotion, price, and product quality have a positive and significant effect on purchasing decisions for SomeThinc skincare products. Furthermore, based on the results of simultaneous calculations, it shows that promotion, price, and product quality have a positive and significant effect on purchasing decisions for SomeThin's skincare products by 48.1% and the remaining 51.9% is influenced by other factors.

**d. The influence of Promotion (X4) on Purchasing Decision (Y)**

From the results of testing the hypothesis, it was found that the promotion variable has a positive and significant effect on the purchasing decision of Scarlett Whitening on the Shopee platform and resides in the Surabaya city. These results were obtained from the statistical results of the regression test with the value of t count is 2.683, which means that for every increase in the brand ambassador variable by 1 unit, the purchasing decision will also increase by 2.683. The result of a significance value of 0,009 is smaller than 0.05. Then the hypothesis on H1 which states "Promotion (X4) partially has a significant effect on purchasing decisions (Y)", the hypothesis is declared accepted. This shows that the more promotions given by companies on Shopee, Instagram, and advertisements in Korean dramas, the more it will encourage consumer interest to make purchasing decisions for Scarlett Whitening products.

These results are also in line with previous research conducted by (Devia Nicken Wulandari, N. Rachma, Alfian Budi Primanto, 2021) with title "*Pengaruh Harga dan Promosi Media Sosial Terhadap Keputusan Pembelian Ms glow Di Arjowilangun Kalipare Malang Jawa Timur (Studi Pada Pengguna Ms Glow Di Arjowilangun Kalipare Malang Jawa Timur)*". This study aims to determine and analyze the effect of price and promotion on the purchasing decision of Ms Glow in Arjowilangun Kalipare, Malang, East Java, simultaneously or partially. The population in this study were all consumers of Ms Glow in Arjowilangun Kalipare, Malang, East Java. Samples were taken using the Slovin formula, in order to obtain 85 respondents who met the requirements as samples. The type of data used is primary data. Data was collected by distributing questionnaires to respondents. The technique used to analyze multiple linear regression. The results of this study indicate that (1) there is a simultaneous influence between price and promotion

variables on purchasing decisions of Ms Glow consumers in Arjowilangun Kalipare Malang, East Java (2) Price variables affect purchasing decisions on consumers of Ms Glow in Arjowilangun Kalipare Malang, East Java (3) Promotional variables affect purchasing decisions on consumers of Ms Glow in Arjowilangun Kalipare, Malang, East Java.

**e. The Influence of Korean Brand Ambassador (X1), Korean Wave (X2), Price (X3), and Promotion (X4) on Purchasing Decision (Y)**

Based on the results of data analysis and processing, it is stated that the Korean Brand Ambassador, Korean Wave, Price, and Promotion variables simultaneously have a significant influence on Purchasing Decisions. This is supported by the results of the study which showed that the F test obtained a score of 41.686 which was greater than the F table which was 2,468 with a sig value of  $0.000 < 0.05$ . This is in line with the 5th hypothesis or H5 which states Korean Brand Ambassador (X1), Korean Wave (X2), Price (X3), and Promotion (X4) simultaneously have a significant effect on Purchasing Decision (Y). This proves that taking advantage of the Korean wave phenomenon by working with Korean celebrities, marketing prices in accordance with product quality and the economic capabilities of the target market, as well as incessant promotions being carried out will further encourage consumer interest in making purchasing decisions for Scarlett Whitening products.

These results are also in line with previous research conducted by (Ifa Kurnia Sari, Nur Hidayati, Andi Normaladewi, 2022) with title "*Pengaruh Influencer, Promosi dan Harga Terhadap Keputusan Pembelian Produk Skincare Avoskin (Studi Pada Mahasiswa FEB UNISMA Angkatan 2017- 2019)*". This study aims to determine the influence of influencers, promotions and prices on purchasing decisions for Avoskin skincare products. This research is a quantitative research. The sample of this study was 96 respondents from the 2017-2019 FEB students. Data were analyzed using multiple linear regression analysis. Based on the results of data analysis, the results of the t-test indicate that: (1) Influencers have a positive effect on purchasing decisions for Avoskin skincare products for 2017-2019 FEB UNISMA students. (2) Promotion has a negative effect on purchasing decisions for Avoskin skincare products for 2017-2019 FEB UNISMA students. (3) Price has a positive effect on purchasing decisions for Avoskin skincare products for 2017-2019 FEB UNISMA students.