

CHAPTER II

LITERATURE REVIEW

2.1 Empirical Reviews

As material to complete the references in this study, the authors describe some of the results of previous studies, including the following:

1. 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.
2. Research conducted by Muhammad Afif, Nadilatul Aswati (2022) with title “*Analisis Pengaruh Kualitas Produk, Harga, dan Promosi terhadap Keputusan Pembelian Produk Perawatan Wajah MS Glow*”. This study aims to determine the analysis of the effect of product quality, price, and promotion on purchasing decisions of MS Glow facial care products on MS Glow facial care product users in Prigen District partially and simultaneously. The population in this study were users of MS Glow facial care products in Prigen District. The sampling technique used was a non-probability sampling technique, namely purposive sampling. The sample in this study were 80 respondents. The method used in this research is a quantitative research approach. This study uses multiple linear regression analysis with data collection using a questionnaire with a Likert scale. The results showed that partially product quality, price, and promotion had a positive and significant effect on purchasing decisions.

Simultaneously, the variables of product quality, price and promotion have a positive and significant effect on purchasing decisions for facial care products for users of MS Glow facial care products in Prigen District.

3. Research conducted by Wellyn Sinta Maria Purba, Syahfirin Abdullah, Edison Cholia Sembiring (2021) with title *“Pengaruh Kualitas Produk, Harga dan Promosi Terhadap Keputusan Pembelian Dengan Brand Image Sebagai Variable Moderating”*. The development of industries engaged in personal care is increasing rapidly. This is how we see from the level of demand for dating treatment is increasing. Anti-aging products, one of which is Pond's Age Miracle is one of the products sought by especially women where this product is one of the number one anti-aging products in Indonesia where it always innovates its products. The purpose of this study was to test the influence of factors such as product quality, price, and promotion of purchase decisions with brand image as variable moderating in Pond's Age Miracle products. This study was obtained through filling out questionnaires with a sample of 120 respondents with purposive sampling criteria, and then tested to measure consumer perception through the SEM model with PLS. Test results from this study showed that purchasing decisions were significantly influenced by product quality and price factors but not by promotion. In addition, the results also showed that brand image was able to moderate the influence of product quality, price, and promotion on Pond's Age Miracle product purchase decisions.
4. Research conducted by Febri Putri Priyanto, Hari Purwanto, Robby Sandhi Dessyarti (2021) with title *“Pengaruh Korean Wave, Brand Ambassador dan Tagline “WIB” Terhadap Keputusan Pembelian pada Tokopedia Melalui Minat Beli”*. This study aims to determine: (a) the influence of the Korean Wave, Brand Ambassador and Tagline towards Purchase Decisions; (b) the influence of Korean Wave, Brand Ambassador and Tagline towards Buying Interest; (c) the mediating effect of Buying Interest towards Purchase Decisions. This type of research is quantitative research with the number of samples used was 100 respondents. The sampling method was by purposive sampling. The data analysis technique used path analysis through SPSS 18 software. The results of this study indicate that: (a) Korean Wave (X1), Brand Ambassador (X2) and Tagline (X3) have a positive and significant effect on Purchase Decision (Y); (b) Korean Wave (X1), Brand Ambassador (X2) and Tagline (X3) have a positive and significant effect on Buying Interest (Z); (c) Buying Interest (Z) can

mediate Korean Wave (X1), Brand Ambassador (X2) and Tagline (X3) on Purchase Decision (Y).

5. Research conducted by Afifah Nurul Imani, Nelly Martini (2021) with title “A Brand Ambassadors for Purchasing Decision Mediheal Sheet Mask Users in Karawang”. Mediheal is a well-known sheet mask brand in South Korea. Bringing K-Pop idols together and also the widespread influence of Korean culture in Indonesian, have made skincare products famous in Indonesian. This study aims to determine, test, and analyze how much influence the brand ambassadors and Korean wave have on the purchasing decisions of Mediheal sheet mask users. The method used is descriptive and verification with a quantitative approach. Data were analyzed using path analysis and hypothesis testing using partial and simultaneous. With a sample of 100 respondents. The results showed that there was a relationship between brand ambassadors and the Korean waves of 33.4%. Partially, brand ambassadors and the Korean wave both have a significant effect on purchasing decisions. Brand ambassadors have an influence of 22.5% on purchase decisions, and Korean waves have an influence of 24.4% on purchasing decisions. Meanwhile, simultaneously, brand ambassadors and the Korean wave contributed 14.6% to purchasing decisions, then 85.4% of purchase decisions were influenced by other variables that were not studied.
6. Research conducted by Putri Dian Ningrum, Eris dianawati, and M. Ridwan Basalamah (2021) with title “*Pengaruh Promosi, Brand Image dan Brand Ambassador Terhadap Keputusan Pembelian Produk Skincare Korea Laneige*”. This study plans to decide the impact of advancement, brand picture and brand envoy at the same time and to some degree affecting the buy choice of Korean skincare items LANEIGE on understudies of the Faculty of Economics and Business, Islamic University of Malang 2018. The quantity of tests in this review were 70 respondents. The examining procedure utilized purposive inspecting. The information investigation strategy utilized is Multiple Linear Regression utilizing the SPSS 26 application. The outcomes show that advancement, brand picture and brand diplomat all the while influence the buying choices of Korean skincare items LANEIGE on understudies at the Faculty of Economics and Business, Islamic University of Malang. Somewhat Promotion doesn't influence the buy choice of Korean skincare items LANEIGE, brand picture somewhat influences the choice to buy Korean skincare items

LANEIGE and brand ministers additionally to some extent doesn't influence the choice to buy Korean skincare items LANEIGE.

7. Research conducted by Amarilis Rahmadani, Yunita Anggarini (2021) with title *“Pengaruh Korean Wave dan Brand Ambassador pada Pengambilan Keputusan Konsumen”*. This study aims to analyze the influence of the Korean wave and brand ambassadors on consumer purchasing decisions. This research is a quantitative study using a population of consumers of Nacific cosmetic products from South Korea. By using purposive sampling technique, a sample of 100 respondents was tested in this study. The analytical method used is binary logistic regression analysis. The results showed that the decision to purchase Korean cosmetic products was strongly influenced by the Korean wave, and vice versa was not influenced by the brand ambassador. This study shows that Korean culture has a fairly strong influence on Indonesian consumers' decisions to buy cosmetic products. Meanwhile, Korean influencers have no influence on purchasing decisions, which factors need to be studied. This study adds a reference to behavioral research related to the effects of cultural change in Indonesia, especially the influence of Korean culture.
8. 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.
9. 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.

10. Research conducted by Lia Tiana, Budi Wahono, Ety Saraswati (2021) with title "*Pengaruh Harga, Daya Tarik Promosi dan Kualitas Produk Terhadap Keputusan Pembelian Pada Produk Kosmetik Emina (Studi Mahasiswi Manajemen Universitas Islam Malang Angkatan 2018)*". The study is aimed at understanding the impact of prices, the appeal of promotion and the quality of products on the decision of purchase on emina cosmetic products (class of poor, class of 2018), both partial and simultaneous. The research method used in this study is the quantitative method. The data used in this study are the primary data. The sample in this study represents 75 individuals from a total population of 298 management students with sampling samples taken. Hypothetical testing in this study using linear berganda regression. Research shows that price variables, promotional attractiveness and product quality are partial to purchase decisions. Price variables, the appeal of promotion and product quality simultaneously have significant impact on purchasing decisions.
11. Research conducted by Windyasari, Wuryanti Kuncoro and Hanifah Azhar (2021) with title "Consumer Purchasing Decision Improvement Model through Brand Image, Religiosity, Brand Ambassador and Brand Awareness". In several studies, theoretically, companies that have good brand ambassadors will produce good purchasing decisions. However, empirically, it does not guarantee that brand ambassadors are able to produce good purchasing decisions. This gap is interesting to study in depth. Based on theoretical studies and according to the viewpoint of previous research, the concept of brand awareness is expected to be a solution in overcoming research gaps in brand ambassadors and consumer purchasing decisions.

Companies that use brand ambassadors that generate good brand awareness are companies that are able to increase consumer purchasing decisions. For this reason, 150 Tokopedia users in Central Java were researched and tested the linkages between research variables. This phenomenon study is expected to contribute to the development of science, especially marketing management.

12. Research conducted by Heesoon Yang, Byoungho Ellie Jin, and Minji Jung (2020) with 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.
13. Research conducted by Luh Gede Permata Sari Dewi, Natasya Edyanto, and Hotlan Siagian (2020) with title “The Effect of Brand Ambassador, Brand Image, and Brand Awareness on Purchase Decision of Pantene Shampoo in Surabaya, Indonesia”. Cosmetics industry growth development in Indonesia was improving up to 20 % or four times compared to national economy growth. The cosmetics industry was one of the leading sectors. Lots of cosmetic industry was using the public figure as their advertisement tool to affect the consumers. The selection of public figures as brand ambassadors to build brand image and brand awareness had the goal of affecting people in their purchase decision. The object in this research was Pantene shampoo. Data collection in the research was done with distributing surveys. The sample in this research was 100 respondents, using a purposing sampling method and using partial

least square as a statistic processing tool. Based on the result and analysis, the brand ambassador that Pantene shampoo was using had a significant effect on brand awareness. Brand ambassador Pantene had a significant effect on brand image, brand awareness. Brand ambassador and brand image also had a significant effect on the consumer's purchase decision. This research was meant to contribute to selecting public figures as brand ambassador that was used by the company in producing Pantene shampoo had been suitable with the Surabaya's people desire.

14. Research conducted by Truong, (2018) with title "The Impact of Hallyu 4.0 and Social Media on Korean Products Purchase Decision of Generation C in Vietnam". This study developed and tested the impact of hallyu 4.0, social media, and consumer ethnocentrism on the decision to purchase Korean products of Generation C in Vietnam. Both qualitative and quantitative methodologies were utilized in this study. Qualitative research was first carried out with in-depth interview, conducted to derive measurement items for the interested constructs. Quantitative research used cross-sectional field design by pilot study and official study. The model was tested and developed using data collected by questionnaires, from a sample of 575 respondents, by both electronic and paper surveys with non-probability and convenience sampling techniques. SPSS 20 and AMOS 20 software were employed to analyze the data. The results of structural equation modeling showed that hallyu 4.0, social media, and consumer ethnocentrism influenced the intermediates variables: subject norms, trust, attitude and behavioral intention and influenced purchase decision. The hallyu 4.0, social media, and consumer ethnocentrism are independent variables. They impact purchase decision through mediating variables such as trust, subjective norms, attitude and behavioral intention. Social media influences not only to trust but also to subjective norms. Subjective norms influence on purchase decision. This study also discovers an interesting fact that trust and attitude variables have an impact on behavioral intention and purchase decision.
15. Research conducted by Alifian Sugeng Prasetyono, Joko Suyono, I Putu Artaya, Qausya Faviandhi (2021) with title "The Impact of Promotion and Price on Purchase Decision Consumers at marketplace Shopee". All aspects of human life today use the internet, for example in the trade aspect. Based on these needs, various websites/applications have emerged that provide consumer goods. One such website/application is Shopee. This study focuses on purchasing decisions on the Shopee application. Purchasing decisions have several influencing factors, but

researchers only take two factors, namely Promotion and Price. The purpose of this study was to analyze the effect of promotions and prices on purchasing decisions on the Shopee application/website. The approach in this study uses a quantitative approach, with the data collection technique is a questionnaire. This study used 100 respondents based on purposive sampling theory (respondents based on predetermined criteria). The data that has been collected through the distribution of the questionnaire will then be processed using multiple linear regression analysis techniques with the help of the SPSS program. The results of this study indicate that the Promotion and Price variables partially and simultaneously have a significant positive effect on the purchasing decision variables.

16. Research conducted by Muhamad Septian Rangga Putra and Sri Hartono (2020) with title “The Influence of Price, Brand Image, and Time Pressure against Purchase Decision and Customer Satisfaction (Case Study on Terminal 3 Departure's Passenger at Soekarno-Hatta International Airport)”. These research aims to discovered the influence from price, brand image, time pressure towards purchase decisions and its impact on customer satisfaction to passengers at Terminal 3 Departure Soekarno-Hatta International Airport . This research typed used explanative research which aims to analyze the relationships between one variable to another. The exogenous variables in this research were price, brand image, and time pressure, the endogenous variable as mediated in this research was purchase decision, while the endogenous variable was customer satisfaction. Research population were passengers who passed through terminal 3 departure at Soekarno-Hatta International Airport with sample size of 120 respondents. Data analysis technique in this research used Structural Equation Modeling (SEM) with assist from Linear Structural Relations (Lisrel) program version 9.2. The results had showed that 1) price had positive and significant impact towards purchase decisions, 2) Brand image had positive and significant influence on purchase decisions, 3) time pressure had positive and significant impact to purchase decisions, 4) purchase decisions had positive and significant affect to Customer Satisfaction.
17. Research conducted by Santoso, Wiwin Inriani Lamasi and Singgih (2022) with title “The influence of promotion, product quality and brand image towards customer purchase decisions of Wardah cosmetic products”. Along with the increasing demand for qualified skincare products these days, there are many companies in Indonesia that produce facial beauty products that emphasize a good image in the minds of the

consumers and intensive promotion. This study was conducted to determine whether the promotion, product quality, and brand image affect the purchase decisions. The research was conducted using a survey method using a questionnaire to a sample of 200 respondents who used Wardah Cosmetics beauty products. The sample was obtained by doing a purposive random sampling technique. The data analysis technique used in this research was using Structural Equation Modeling (SEM) using the AMOS program. The results of this study indicated that the promotion and the product quality had a significant effect on the brand image and brand image has a significant effect on purchasing decisions.

18. Research conducted by Veronica Desideria, I Made Wardana (2020) with title “The Role Of Brand Image Mediates The Effect Of Promotion On Purchasing Decision”. The purpose of this study was to examine the role of brand image in mediating promotion of purchasing decisions. The variables Examined in this study were brand image, promotion, and purchasing decision variables. The number of samples taken was 85 respondents with saturated sampling method the which has the criteria to have bought and consumed McDonald's more than once in the past 2 months, residing in the city of Denpasar, educated last high school / equivalent and know the products with the McDonald's brand. Data was collected through questionnaires. The analysis technique used is the Sobel test using path analysis and VAF test. Based on the results of the analysis found that the promotion variable has a positive and significant effect on purchasing decisions, the promotion variable has a positive and significant effect on brand image.
19. Research conducted by Rahayu Lestari, Lilis Suryani (2022) with title “The Effect of Brand Image, Price Perception, and Product Quality on the Purchase Decision of Ms Glow Skincare on Students of the National University of Jakarta Selatan”. This study aims to analyze the effect of brand image, price perception, and product quality on the purchasing decision of MS Glow Skincare for South Jakarta National University students. Sources and research data using primary data in the form of a questionnaire, this research data was given to 100 respondents. The research sample was taken using purposive sampling. The analytical method used is Partial Least Square (PLS) with the help of the SmartPLS 3.0 application. The results of the study partially found that there was a positive and significant effect of brand image on purchasing decisions for Ms. Glow Skincare for National University students, there was a positive and significant influence on product quality on purchasing decisions for Ms. Glow

Skincare for National University students, there was a negative and significant influence on price perception on decisions. Purchase of Ms. Glow Skincare for National University students

20. Research conducted by Zamzami (2022) with title “The Effect Of Product Quality And Price Perception On Customer Satisfaction On Somethinc Products”. This study used primary data and the method of data collection was done through distributing questionnaires to 100 respondents. The data collection technique used is probability sampling with a simple random sampling method. In this study, the sample taken is all consumers in Indonesia who buy and use SomeThinc products. To find out between variables, the authors use analytical tools such as Likert scale, validity test, reliability test, classical assumption test, multiple linear regression analysis, F test, T test and coefficient of determination test. Testing this research using computer software, namely SPSS Version 25. The results of this study indicate that product quality and price perception variables have a partial effect on consumer satisfaction with SomeThinc products. In addition, the variables of product quality and price perception have a simultaneous effect on consumer satisfaction with SomeThinc's products.

Table 2.1 Previous Research

No	Research Title and Reference	Research purposes	Unit of Analysis	Variables and data analysis	Research result
1.	<p><i>Pengaruh Promosi, Harga, dan Kualitas Produk Terhadap Keputusan Pembelian Produk Skincare Somethinc</i></p> <p>Dyah Ayu Rara Sukmawati, Muhammad Mathori, and Achmad Marzuki.</p> <p>Jurnal Riset</p>	<p>Aims to determine the effect of promotion, price, and product quality partially or simultaneously on the purchase decision of Somethinc skincare products.</p>	<p>The number of samples is 100 respondents using non-random sampling technique with purposive sampling method.</p>	<p>X1: <i>promosi</i> X2: <i>harga</i> X3: <i>kualitas produk</i> Y: <i>keputusan pembelian</i></p> <p>The analytical method used in this research is multiple linear regression</p>	<p>The results showed that partially promotion, price, and product quality had 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,</p>

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	<p>Akuntansi dan Bisnis Indonesia STIE Widya Wiwaha Vol. 2, No.2, Juni 2022, 579–599.</p> <p>Year: 2022</p> <p>ISSN:2808-1617</p>			analysis.	and product quality have a positive and significant effect on purchasing decisions for Somethinc skincare products by 48.1% and the remaining 51.9% is influenced by other factors.
2.	<p><i>Analisis Pengaruh Kualitas Produk, Harga, dan Promosi terhadap Keputusan Pembelian Produk Perawatan Wajah MS Glow</i></p> <p>Muhammad Afif, NadilatulAswati.</p> <p>Jurnal Aplikasi Manajemen dan Inovasi Bisnis Volume 4, Nomor 2</p> <p>Year : 2022</p> <p>E-ISSN: 2621 – 3230</p>	<p>This study aims to determine the analysis of the effect of product quality, price, and promotion on purchasing decisions of MS Glow facial care products on MS Glow facial care product users in Prigen District partially and simultaneously.</p>	<p>The population in this study were users of MS Glow facial care products in Prigen District. The sample in this study were 80 respondents.</p>	<p>X1: <i>kualitas produk</i> X2: <i>harga</i> X3: <i>promosi</i> Y: <i>keputusan pembelian</i></p> <p>The method used in this research is a quantitative research approach.</p>	<p>The results showed that partially product quality, price, and promotion had a positive and significant effect on purchasing decisions. Simultaneously, the variables of product quality, price and promotion have a positive and significant effect on purchasing decisions for facial care products for users of MS Glow facial care products in Prigen District.</p>
3.	<p><i>Pengaruh Kualitas Produk, Harga dan Promosi Terhadap Keputusan Pembelian Dengan Brand Image Sebagai Variable Modearting.</i></p>	<p>The purpose of this study was to test the influence of factors such as product quality, price, and promotion of</p>	<p>This study was obtained through filling out questionnaires with a sample of 12 respondents.</p>	<p>X1: <i>kualitas produk</i> X2: <i>harga</i> X3: <i>promosi</i> Y: <i>keputusan pembelian</i></p> <p>This research method uses data analysis</p>	<p>Test results from this study showed that purchasing decisions were significantly influenced by product quality and price factors but not by promotion. In addition, the results</p>

No	Research Title and Reference	Research purposes	Unit of Analysis	Variables and data analysis	Research result
	<p>Wellyn Sinta Maria</p> <p>Purba, Syahfirin Abdullah, Edison Cholia Sembiring.</p> <p>Jurnal Syntax Transformation Vol. 2 No.11, November 2021</p> <p>Year : 2021</p> <p>p-ISSN : 2721-3854</p> <p>e-ISSN :2721-2769</p>	<p>purchase decisions with brand image as variable moderating in Pond's Age Miracle products.</p>		<p>techniques with structural equation modeling or often called SEM.</p>	<p>also showed that brand image was able to moderate the influence of product quality, price, and promotion on Pond's Age Miracle product purchase decisions.</p>
4.	<p><i>Pengaruh Korean Wave, Brand Ambassador dan Tagline "WIB" Terhadap Keputusan Pembelian pada Tokopedia Melalui Minat Beli</i></p> <p>Febri Putri Priyanto, Hari Purwanto, Robby Sandhi Dessyarti.</p> <p>Seminar inovasi manajemen bisnis dan akuntansi (simba) 3 Fakultas Ekonomi dan Bisnis Universitas PGRI Madiun</p> <p>Year : 2021</p> <p>E-ISSN: 2686 -</p>	<p>This study aims to determine:</p> <p>(a) the influence of the Korean Wave, Brand Ambassador and Tagline towards Purchase Decisions;</p> <p>(b) the influence of Korean Wave, Brand Ambassador and Tagline towards Buying Interest; (c) the mediating effect of Buying Interest towards Purchase</p>	<p>The number of samples used is 100 respondents.</p>	<p>X1: korean wave X2: brand ambassador X3: tagline Y: <i>keputusan pembelian</i> Z: <i>minat beli</i></p> <p>The data analysis technique used path analysis through SPSS 18 software.</p>	<p>The results of this study indicate that:</p> <p>(a) Korean Wave (X1), Brand Ambassador (X2) and Tagline (X3) have a positive and significant effect on Purchase Decision (Y); (b) Korean Wave (X1), Brand Ambassador (X2) and Tagline (X3) have a positive and significant effect on Buying Interest (Z); (c) Buying Interest (Z) can mediate Korean Wave (X1), Brand Ambassador (X2) and Tagline (X3) on Purchase Decision (Y).</p>

No	Research Title and Reference	Research purposes	Unit of Analysis	Variables and data analysis	Research result
	1771	Decisions.			
5.	<p>A Brand Ambassadors for Purchasing Decision Mediheal Sheet Mask Users in Karawang</p> <p>Affiah Nurul Imani, Nelly Martini.</p> <p>Aptisi Transactions on Management (ATM), Vol 5, No. 2, July 2021</p> <p>Year: 2021</p> <p>e-ISSN: 2622-6804</p> <p>p-ISSN: 2622-6812</p>	<p>This study aims to determine, test, and analyze how much influence the brand ambassadors and Korean wave have on the purchasing decisions of Mediheal sheet mask users.</p>	<p>Data were analyzed using path analysis and hypothesis testing using partial and simultaneous . With a sample of 100 respondents.</p>	<p>X: Brand Ambassadors</p> <p>Y: Purchasing Decision</p> <p>The method used is linear regression and path analysis</p>	<p>The results showed that there was a relationship between brand ambassadors and the Korean waves of 33.4%. Partially, brand ambassadors and the Korean wave both have a significant effect on purchasing decisions. Brand ambassadors have an influence of 22.5% on purchase decisions, and Korean waves have an influence of 24.4% on purchasing decisions. Meanwhile, Simultaneously, brand ambassadors and the Korean wave contributed 14.6% to purchasing decisions, then 85.4% of purchase decisions were influenced by other variables that were not studied.</p>
6.	<p><i>Pengaruh Promosi, Brand Image dan Brand Ambassador Terhadap Keputusan Pembelian Produk Skincare Korea Laneige</i></p> <p>Putri Dian</p>	<p>This study plans to decide the impact of advancement , brand picture and brand envoy at the same time and to some degree</p>	<p>The quantity of tests in this review were 70 respondents.</p>	<p>X1: <i>promosi</i></p> <p>X2: Brand Image</p> <p>X3: Brand Ambassador</p> <p>Y: <i>keputusan pembelian</i></p>	<p>The outcomes show that advancement, brand picture and brand diplomat all the while influence the buying choices of Korean skincare items LANEIGE on understudies at the Faculty of</p>

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	<p>Ningrum, Eris dianawati, M. Ridwan Basalamah.</p> <p>e – Jurnal Riset Manajemen, Fakultas Ekonomi dan Bisnis UNISMA, eJrm Vol. 11 No. 08 Agustus 2022</p> <p>Year : 2022</p> <p>ISSN: 2302-6200</p>	<p>affecting the buy choice of Korean skincare items</p> <p>LANEIGE on understudies of the Faculty of Economics and Business, Islamic University of Malang 2018.</p>		<p>The information investigation strategy utilized is Multiple Linear Regression</p>	<p>Economics and Business, Islamic University of Malang. Somewhat Promotion doesn't influence the buy choice of Korean skincare items LANEIGE, brand picture somewhat influences the choice to buy Korean skincare items LANEIGE and brand ministers additionally to some extent doesn't influence the choice to buy Korean skincare items LANEIGE</p>
7.	<p><i>Pengaruh Korean Wave dan Brand Ambassador pada Pengambilan Keputusan Konsumen.</i></p> <p>Amarilis Rahmadani, Yunita Anggarini</p> <p>TELAH BISNIS Vol. 22, No. 1, Juli 2021, hal 59-72</p> <p>Year : 2021</p> <p>ISSN: 2541-6790 (online)</p>	<p>This study aims to analyze the influence of the Korean wave and brand ambassadors on consumer purchasing decisions</p>	<p>By using purposive sampling technique, a sample of 100 consumers of Nacific cosmetic products from South Korea respondents was tested in this study.</p>	<p>X1: Korean Wave X2: Brand Ambassador Y: <i>pengambilan keputusan</i></p> <p>The analytical method used is binary logistic regression analysis.</p>	<p>The results showed that the decision to purchase Korean cosmetic products was strongly influenced by the Korean wave, and vice versa was not influenced by the brand ambassador. This study shows that Korean culture has a fairly strong influence on Indonesian consumers' decisions to buy cosmetic products. Meanwhile, Korean influencers have no influence on purchasing decisions, which factors need to be</p>

No	Research Title and Reference	Research purposes	Unit of Analysis	Variables and data analysis	Research result
					studied. This study adds a reference to behavioral research related to the effects of cultural change in Indonesia, especially the influence of Korean culture.
8.	<p><i>Pengaruh Influencer, Promosi dan Harga Terhadap Keputusan Pembelian Produk Skincare Avoskin (Studi Pada Mahasiswa FEB UNISMA Angkatan 2017-2019)</i></p> <p>Ifa Kurnia Sari, Nur Hidayati, Andi Normaladewi</p> <p>E-JRM : Elektronik Jurnal Riset Manajemen Universitas Islam Malang Vol. 11 No. 20 Februari 2022</p> <p>Year : 2022</p> <p>ISSN: 2302-6200</p>	This study aims to determine the influence of influencers, promotions and prices on purchasing decisions for Avoskin skincare products.	The sample of this study was 96 respondents from the 2017-2019 FEB students.	<p>X1: Influencers X2: <i>promosi</i> X3: <i>harga</i> Y: <i>keputusan pembelian</i></p> <p>Data were analyzed using multiple linear regression analysis.</p>	<p>Based on the results of data analysis, the results of the t-test indicate that:</p> <p>(1) Influencers have a positive effect on purchasing decisions for Avoskin skincare products for 2017-2019 FEB UNISMA students.</p> <p>(2) Promotion has a negative effect on purchasing decisions for Avoskin skincare products for 2017-2019 FEB UNISMA students.</p> <p>(3) Price has a positive effect on purchasing decisions for Avoskin skincare products for 2017-2019 FEB UNISMA students.</p>
9.	<p><i>Pengaruh Harga dan Promosi Media Sosial Terhadap Keputusan Pembelian Ms glow Di Arjowilangun</i></p>	This study aims to determine and analyze the effect of price and promotion on the	Samples were taken using the Slovin formula, in order to obtain 85 respondents	<p>X1: <i>harga</i> X2: <i>promosi media sosial</i> Y: <i>keputusan pembelian</i></p>	<p>The results of this study indicate that</p> <p>(1) there is a simultaneous influence between price and promotion variables on purchasing</p>

No	Research Title and Reference	Research purposes	Unit of Analysis	Variables and data analysis	Research result
	<p><i>Kalipare Malang Jawa Timur (Studi Pada Pengguna Ms Glow Di Arjowilangun Kalipare Malang Jawa Timur)</i></p> <p>Devia Nicken Wulandari, N. Rachma, Alfian Budi Primanto</p> <p>E-Jurnal Riset Manajemen Prodi Manajemen Fakultas Ekonomi dan Bisnis Unisma Vol. 11 No. 17 Februari 2022</p> <p>Year : 2022</p> <p>ISSN: 2302-6200</p>	<p>purchasing decision of Ms Glow in Arjowilangun Kalipare, Malang, East Java, simultaneously or partially.</p>	<p>who met the requirements as samples</p>	<p>The technique used to analyze multiple linear regression</p>	<p>decisions of Ms Glow consumers in Arjowilangun Kalipare Malang, East Java</p> <p>(2) Price variables affect purchasing decisions on consumers of Ms Glow in Arjowilangun Kalipare Malang, East Java</p> <p>(3) Promotional variables affect purchasing decisions on consumers of Ms Glow in Arjowilangun Kalipare, Malang, East Java.</p>
10	<p><i>Pengaruh Harga, Daya Tarik Promosi dan Kualitas Produk Terhadap Keputusan Pembelian Pada Produk Kosmetik Emina (Studi Mahasiswa Manajemen Universitas Islam Malang Angkatan 2018)</i></p> <p>Lia Tiana, Budi Wahono, Ety Saraswati</p>	<p>The study is aimed at understanding the impact of prices, the appeal of promotion and the quality of products on the decision of purchase on emina cosmetic products (class of poor, class of 2018), both partial</p>	<p>The sample in this study represents 75 individuals from a total population of 298 management students with sampling samples taken.</p>	<p>X1: <i>harga</i> X2: <i>daya tarik promosi</i> X3: <i>kualitas produk</i> Y: <i>keputusan pembelian</i></p> <p>The research method used in this study is the quantitative method. The data used in this study</p>	<p>Research shows that price variables, promotional attractiveness and product quality are partial to purchase decisions. Price variables, the appeal of promotion and product quality simultaneously have significant impact on purchasing decisions.</p>

No	Research Title and Reference	Research purposes	Unit of Analysis	Variables and data analysis	Research result
	E-Jurnal Riset Manajemen Prodi Manajemen Fakultas Ekonomi dan Bisnis Unisma Vol. 11 No. 12 Februari 2022 Year : 2022 ISSN: 2302-6200	and simultaneous		are the primary data. Hypothetical testing in this study using multiple linear regression.	

Table 2.2 International Journal

No	Research Title and Reference	Research purposes	Unit of Analysis	Variables and data analysis	Research result
1.	Consumer Purchasing Decision Improvement Model through Brand Image, Religiosity, Brand Ambassador and Brand Awareness Wuryanti Kuncoro & Hanifah Azhar Windyasari International Business Research; Vol. 14, No. 8 Year: 2021 ISSN 1913-9004	This study will examine the use of the influence of Brand Ambassador, brand image, religiosity, and brand awareness on Tokopedia e-commerce to improve purchasing decision.	For this study, 150 Tokopedia users in Central Java were researched and tested the linkages between research variables	X1: Brand Image X2: Religiosity X3: Brand Ambassador X4: Brand Awareness Y: Consumer Purchasing Decision Improvement Model To test the proposed conceptual model including hypothesis testing, using the research tool Partial Least Squares	Based on the discussion that has been done in the previous chapters on the results of this study, it can be concluded that Brand Ambassador is an important factor in determining brand awareness. The managerial implication that is expected to increase consumer purchasing decisions on Tokopedia is to increase a positive brand image for consumers, Tokopedia is advised to increase favorable or brand preferences, trust, and feelings of brand friendship.

No	Research Title and Reference	Research purposes	Unit of Analysis	Variables and data analysis	Research result
				Structural Equation Modeling (PLS-SEM) and the WarpPLS software	
2.	<p>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</p> <p>Heesoon Yang · Byoung-ho Ellie Jin · Minji Jung</p> <p>International Journal of Costume and Fashion Vol. 20 No. 2, December 2020, pp. 38-49</p> <p>Year: 2020</p> <p>pISSN 2233-9051 eISSN 2288-7490</p>	<p>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.</p>	<p>A total of 500 responses (250 US consumers and 250 Chinese consumers) were used in the final analysis.</p>	<p>X1: Country Image X2: the Korean Wave X3: Website Characteristics Y: Cross-Border Online Shopping Intentions</p> <p>This research used AMOS 21.0 for confirmatory factor analysis and SPSS 24.0 for descriptive statistics, reliability analyses, regression analyses, and t-tests.</p>	<p>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</p>

No	Research Title and Reference	Research purposes	Unit of Analysis	Variables and data analysis	Research result
					exporting countries as homogeneous markets.
3.	<p>The Effect of Brand Ambassador, Brand Image, and Brand Awareness on Purchase Decision of Pantene Shampoo in Surabaya, Indonesia</p> <p>Luh Gede Permata Sari Dewi, Natasya Edyanto, and Hotlan Siagian</p> <p>SHS Web of Conferences 76, 01023</p> <p>Year: 2020</p> <p>eISSN: 2261-2424</p>	<p>This research was meant to contribute to selecting public figures as brand ambassador that was used by the company in producing.</p>	<p>The sample in this research was 100 respondents, using a purposive sampling method and using partial least square as a statistic processing tool.</p>	<p>X1: Brand Ambassador X2: Brand Image X3: Brand Awareness Y: Purchase Decision</p> <p>The data was collected with a questionnaire. The research analysis is using PLS (Partial Least Square).</p>	<p>Based on the result and analysis, the brand ambassador that Pantene shampoo was using had a significant effect on brand awareness. Brand ambassador Pantene had a significant effect on brand image, brand awareness. Brand ambassador and brand image also had a significant effect on the consumer's purchase decision. Pantene shampoo had been suitable with the Surabaya's people desire.</p>
4.	<p>The Impact of Hallyu 4.0 and Social Media on Korean Products Purchase Decision of Generation C in Vietnam</p> <p>Nguyen Xuan Truong</p> <p>Journal of Asian Finance, Economics and Business Vol 5 No 3, 81-93</p> <p>Year: 2019</p>	<p>This study developed and tested the impact of hallyu 4.0, social media, and consumer ethnocentrism on the decision to purchase Korean products of Generation C in Vietnam.</p>	<p>The model was tested and developed using data collected by questionnaire, from a sample of 575 respondents, by both electronic and paper surveys with non-</p>	<p>X1: Hallyu 4.0 X2: Social media Y: Purchase decision</p> <p>Both qualitative and quantitative methodologies were</p>	<p>The results of structural equation modeling showed that hallyu 4.0, social media, and consumer ethnocentrism influenced the intermediates variables: subject norms, trust, attitude and behavioral intention and influenced purchase decision. The hallyu 4.0, social media, and consumer</p>

No	Research Title and Reference	Research purposes	Unit of Analysis	Variables and data analysis	Research result
	ISSN: 2288-4645		probability and convenience sampling techniques.	utilized in this study. PSS 20 and AMOS 20 software were employed to analyze the data.	ethnocentrism are independent variables. They impact purchase decision through mediating variables such as trust, subjective norms, attitude and behavioral intention. Social media influences not only to trust but also to subjective norms. Subjective norms influence on purchase decision. This study also discovers an interesting fact that trust and attitude variables have an impact on behavioral intention and purchase decision.
5.	<p>The Impact of Promotion and Price on Purchase Decision Consumers at Marketplace Shopee</p> <p>Alifian Sugeng Prasetyono, Joko Suyono, I Putu Artaya, Qausya Faviandhi</p> <p>International Journal of Integrated Education, Engineering Business. Volume</p>	<p>The purpose of this study was to analyze the effect of promotions and prices on purchasing decisions on the Shopee application/ website.</p>	<p>This study used 100 respondents based on purposive sampling theory (respondents based on predetermined criteria).</p>	<p>X1: Promotion</p> <p>X2: Price</p> <p>Y: Purchase Decision</p> <p>The data that has been collected through the distribution of the questionnaire will then be processed using</p>	<p>The results of this study indicate that the Promotion and Price variables partially and simultaneously have a significant positive effect on the purchasing decision variables.</p>

No	Research Title and Reference	Research purposes	Unit of Analysis	Variables and data analysis	Research result
	04 Number 02 September 2021 Year: 2021 ISSN : 2615-2312 (ONLINE) ISSN : 2615-1596 (PRINTED)			multiple linear regression analysis techniques with the help of the SPSS program	
6.	The Influence of Price, Brand Image, and Time Pressure against Purchase Decision and Customer Satisfaction (Case Study on Terminal 3 Departure's Passenger at Soekarno-Hatta International Airport) Muhamad Septian Ranga Putra and Sri Hartono International Journal of Innovative Science and Research Technology, Volume 5, Issue 8, August Year: 2020 ISSN: 2456-2165	These research aims to discovered the influence from price, brand image, time pressure towards purchase decisions and its impact on customer satisfaction to passengers at Terminal 3 Departure Soekarno-Hatta International Airport .	Research population were passengers who passed through terminal 3 departure at Soekarno-Hatta International Airport with sample size of 120 respondents.	X1: price X2: brand image X3: time pressure Y1: purchase decision Y2: customer satisfaction Data analysis technique in this research used Structural Equation Modeling (SEM) with assist from Linear Structural Relations (Lisrel) program version 9.2.	The results had showed that: 1. price had positive and significant impact towards purchase decisions, 2. Brand image had positive and significant influence on purchase decisions, time pressure had positive and significant impact to purchase decisions, 3. purchase decisions had positive and significant affect to Customer Satisfaction.
7.	The influence of promotion, product quality and brand image	This study was conducted to determine	The research was conducted	X1: promotion X2: product quality X3:	The results of this study indicated that the promotion and the product quality

No	Research Title and Reference	Research purposes	Unit of Analysis	Variables and data analysis	Research result
	<p>towards customer purchase decisions of Wardah cosmetic products</p> <p>Wiwin Inriani Lamasi and Singgih Santoso</p> <p>International Journal Of Research In Business And Social Science 11(2)(2022) 67-73</p> <p>Year: 2022</p> <p>ISSN: 2147-4478</p>	<p>whether the promotion, product quality, and brand image affect the purchase decisions.</p>	<p>using a survey method using a questionnaire to a sample of 200 respondents who used Wardah Cosmetics beauty products.</p>	<p>brand image Y: purchase decision</p> <p>The data analysis technique used in this research was using Structural Equation Modeling (SEM) using the AMOS program.</p>	<p>had a significant effect on the brand image and brand image has a significant effect on purchasing decisions.</p>
8.	<p>The Role of Brand Image Mediates The Effect of promotion on Purchasing Decision</p> <p>Veronica Desideria and I Made Wardana</p> <p>American Journal of Humanities and Social Sciences Research (AJHSSR), Volume-4, Issue-2, pp- 192-200</p> <p>Year: 2020</p> <p>e-ISSN :2378-</p>	<p>The purpose of this study was to examine the role of brand image in mediating promotion of purchasing decisions</p>	<p>The number of samples taken was 85 respondents with saturated sampling method the which has the criteria to have bought and consumed McDonald's more than once in the past 2 months, residing in the city of Denpasar, educated last high school /</p>	<p>X1: promotion X2: brand image Y: purchasing decision</p> <p>The analysis technique used is the Sobel test using path analysis and VAF test.</p>	<p>Based on the results of the analysis found that the promotion variable has a positive and significant effect on purchasing decisions, the promotion variable has a positive and significant effect on brand image.</p>

No	Research Title and Reference	Research purposes	Unit of Analysis	Variables and data analysis	Research result
	703X		equivalent and know the products with the McDonald's brand.		
9.	<p>The Effect of Brand Image, Price Perception, and Product Quality on the Purchase Decision of Ms Glow Skincare on Students of the National University of Jakarta Selatan</p> <p>Rahayu Lestari and Lilis Suryani</p> <p>Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Volume 5, No 2, Page: 11755- 11761</p> <p>Year: 2022</p> <p>e-ISSN: 2615-3076</p>	<p>This study aims to analyze the effect of brand image, price perception, and product quality on the purchasing decision of MS Glow Skincare for South Jakarta National University students.</p>	<p>Sources and research data using primary data in the form of a questionnaire</p> <p>, this research data was given to 100 respondents.</p>	<p>X1: brand image X2: price perception X3: product Y: purchase decision</p> <p>The analytical method used is Partial Least Square (PLS) with the help of the SmartPLS 3.0 application.</p>	<p>The results of the study partially found that there was a positive and significant effect of brand image on purchasing decisions for Ms. Glow Skincare for National University students, there was a positive and significant influence on product quality on purchasing decisions for Ms. Glow Skincare for National University students, there was a negative and significant influence on price perception on decisions. Purchase of Ms. Glow Skincare for National University students.</p>
10.	<p>The Effect of Product Quality and Price Perception on Customer Satisfaction on Somethinc Products</p> <p>Bani Zamzami</p>	<p>This study aims to analyze The Effect of Product Quality and Price Perception on Customer Satisfaction</p>	<p>This study used primary data and the method of data collection was done through distributing questionnaire</p>	<p>X1: product quality X2: price Y: costumer satisfaction</p> <p>To find out between variables,</p>	<p>The results of this study indicate that product quality and price perception variables have a partial effect on consumer satisfaction with Somethinc products. In</p>

No	Research Title and Reference	Research purposes	Unit of Analysis	Variables and data analysis	Research result
	International Journal Management and Economic Vol 1 No. 2, Page 54-61 Year: 2022 E-ISSN:2829-0526	on Somethinc Products	e s to 100 respondents.	the authors use analytical tools such as Likert scale, validity test, reliability test, classical assumption test, multiple linear regression analysis, F test, T test and coefficient of determination test. Testing this research using computer software, namely SPSS Version 25.	addition, the variables of product quality and price perception have a simultaneous effect on consumer satisfaction with SomeThing's products.

Based on the previous research matrix, there are findings of gap research gaps or comparisons of similarities and differences between previous research and research conducted by current researchers as follows:

1. *Pengaruh Promosi (X1), Harga (X2), dan Kualitas Produk Terhadap Keputusan Pembelian (Y) Produk Skincare Somethinc*, (Dyah Ayu Rara Sukmawati, Muhammad Mathori, Achmad Marzuki, 2022).
2. *Analisis Pengaruh Kualitas Produk, Harga (X2), dan Promosi (X3) terhadap Keputusan Pembelian (Y) Produk Perawatan Wajah MS Glow*, (Muhammad Afif, Nadilatul Aswati, 2022).
3. *Pengaruh Korean Wave (X1), Brand Ambassador (X2) dan Tagline "WIB" Terhadap Keputusan Pembelian (Y) pada Tokopedia Melalui Minat Beli*, (Febri Putri Priyanto, Hari Purwanto, Robby Sandhi Dessyarti, 2021).
4. *Pengaruh Promosi (X1), Brand Image dan Brand Ambassador (X3) Terhadap Keputusan Pembelian (Y) Produk Skincare Korea Laneige*, (Putri Dian Ningrum,

- Eris dianawati, and M. Ridwan Basalamah, 2021)
5. *Pengaruh **Korean Wave (X1)** dan **Brand Ambassador (X2)** pada Pengambilan Keputusan Konsumen*, (Amarilis Rahmadani, Yunita Anggarini, 2021)
 6. Consumer **Purchasing Decision (Y)** Improvement Model through Brand Image, Religiosity, **Brand Ambassador (X3)** and Brand Awareness, (Windyasari, Wuryanti Kuncoro and Hanifah Azhar, 2021)
 7. The Impact of **Hallyu (X1)** 4.0 and Social Media on Korean Products **Purchase Decision (Y)** of Generation C in Vietnam, (Truong, (2018))
 8. The Impact of **Promotion (X1)** and **Price (X2)** on **Purchase Decision (Y)** Consumers at Marketplace Shopee. (Alifian Sugeng Prasetyono, Joko Suyono, I Putu Artaya, Qausya Faviandhi, 2021)
 9. The Influence of **Price (X1)**, Brand Image, and Time Pressure against **Purchase Decision (Y)** and Customer Satisfaction (Case Study on Terminal 3 Departure's Passenger at Soekarno-Hatta International Airport). (Muhamad Septian Rangga Putra and Sri Hartono, 2020).
 10. The Effect of Brand Image, **Price Perception (X2)**, and Product Quality on the **Purchase Decision (Y)** of Ms Glow Skincare on Students of the National University of Jakarta Selatan, (Rahayu Lestari, Lilis Suryani, 2022).

Based on the Research above, the researchers submitted a research proposal with the title “**The Influence of Korean Brand Ambassador, Korean Wave, Price, and Promotion on Purchasing Decisions of Scralett Whitening**”.

2.2 Theoretical Review

2.2.1 Korea Brand Ambassador

1. Definition of Brand Ambassador

Brand Ambassador is a tool used to engage and connect with the public audience in business as well as how companies increase sales According to Lea-Greenwood (2012).

According to Shimp (2010) brand ambassador is a cultural figure or identity who acts as a marketing tool to represent a specific business's goods. Brand Ambassadors are persons from diverse social circles who advocate various brands.

According to some of the above definitions, it can be concluded that brand ambassador are someone who aims to represent the product or brand that is being

partnered with the wider community by promoting it on behalf of the brand or product in the form of support for activities that have been mutually agreed upon and aimed at making the public more familiar with a product or brand. Companies with large promotional plans usually work with specific people or groups to help promote their products. These people are referred to as Brand Ambassadors. Generally, those who want to become Brand Ambassadors are celebrities, influencers, or individuals who are recognized for their expertise as experts in their fields.

2. Benefits of brand ambassadors

According to Lea-Greenwood (2012) the following are the primary benefits of a Brand Ambassador:

1. Press Coverage

A product will get attention from the public either directly or indirectly when the brand is represented by someone who has a positive image among the public.

2. Changing Perception of The Brand

The benefit of having a Brand Ambassador is that a brand can change and even improve consumer perceptions of the brand. This is in accordance with the statement Spry, A, Ravi, P. and Cornwell, B. T., (2011) that credible celebrity endorsers boost brand credibility and brand equity among consumers Brand credibility mediates a favorable relationship between endorser credibility and consumer-based brand equity.

3. Attracting A New Customers

The ability of a Brand Ambassador to successfully promote a product to consumers can attract new consumers to try the product. A consumer may not previously be interested and even not familiar with the product of the brand, but when a celebrity or idol becomes a Brand Ambassador of a brand, the consumer is interested in trying and buying the product. Credible celebrities can persuade customers to trust brand promises if they possess appropriate expertise, abilities, or experience and are seen to be objective Ohanian dalam Kara, et al, (2013)

4. Freshening up an existing campaign

According to Spry, A.; Ravi, P.; and Cornwell, B. T. (2011) “Celebrity endorsements are a common marketing communications strategy for building brand image. Advertisers believe that using celebrities influences ad effectiveness, brand recall and awareness, purchase intent and follow-up”. Brand Ambassadors can be a

good infusion for the organization by assisting with previous brand promotion actions put out by the company to maximize product marketing.

3. The Role of the Brand Ambassador

The corporation chooses a brand ambassador based on the fact that they are well-known individuals with experience in the product they will promote. According to Royan (2004) There are four roles of brand ambassadors, namely:

1. Giving testimonials: The brand ambassador's responsibility in providing testimony regarding the quality and benefits of the product or brand represented.
2. Encouragement and reinforcement (endorsement): Celebrities are frequently invited to appear in product advertising in which they lack knowledge.
3. Take on the part of an actor in the promotion theme represented: The role to promote a product or brand is related to the character he is currently playing in a certain broadcast program.
4. Act as a product spokesperson: For a limited time, brand ambassadors may be placed in the Spokesperson role group, representing the Company. A Brand Ambassador's appearance is associated with the brand or product it promotes.

4. Brand Ambassador Indicator

According to Kotler, Amstrong (2016), Brand Ambassador indicators are as follows:

a. Visibility

Visibility has an aspect of how well the celebrity's popularity reflects the product. Popularity is a measure of how many fans does a celebrity brand ambassador has and how frequently they appear in front of an audience (Appearances).

b. Credibility

Celebrity credibility is determined by two factors: workmanship and objectivity. This ability is linked to the celebrity's understanding of the advertised goods. Objectivity is related to a celebrity's capacity to build confidence or trust in product customers. Celebrities with respectable skills can represent the marketed brand. The promoted product also corresponds to the audience's desired perception.

c. Attraction

The message's acceptance is determined by the attractiveness of the brand ambassador. Through the attraction process, Brand Ambassadors would be successful to change consumer's perceptions and behavior. The following characteristics contribute to a brand ambassador's attractiveness:

1) Physical Liability, refers to how companies use attractive people to get others to do what they say. Audiences generally prefer brand ambassadors who are physically perfect such as handsome, beautiful, ideal body, etc.

2) Non-physical Likability is the audience's assessment of a brand ambassador's appearance or non-physical personality. Audiences want brand ambassadors who are honest, smart, and genuine.

3) Similarity, is the perception of similarity that the audience has with a brand ambassador. Such as age, hobbies, activities undertaken, problems identified in marketing, etc.

d. Power

The final dimension of the VisCap model states that celebrities used in advertising must have the power to "order" purchases from their target audience. Power is the extent to which celebrities can persuade consumers to consider consuming the advertised product.

2.2.2 Korean Wave

1. Definition of Korean Wave

Initially, The Korean Wave was initiated by the local government with the aim of improving economic conditions, promoting cultural products, and repositioning the country's image to gain global consumer trust according to Lee (2015).

According to Joseph S. Nye (2013) "The Korean Wave is a phenomena in which everything in South Korea becomes popular, from fashion and film to music and food, is growing in popularity, and is a global phenomenon for various aspects of Korean culture, such as film and television, especially K-drama, K-Pop, K-Language, and K-Food".

Meanwhile, according to Kim (2012) Hallyu has succeeded in touching fans' emotions, creating a positive Hallyu image, influencing consumer behavior towards purchase intentions, and being able to support purchasing decisions.

Chae, M. S., & Lee, H. (2018) Based on the Korean Wave, countries are divided into five categories, including:

1. Level 1 (Uninterested). The majority of individuals are uninterested in Korean TV series or K-pop. Examples of countries that fall into this level are Switzerland , India, Austria, Pakistan, Colombia and others.

2. Level 2 (Recognized). Because of the passion of teenagers, many people are beginning to recognize the popularity of K-pop through the news and national publications. The Korean Wave phenomena has received extensive coverage in the main newspapers of these countries. But society in general does not like this culture. Examples of countries included in this tier are France, United States of America, Mexico, United Kingdom, Brazil, Canada, and others.
3. Level 3 (Slightly Popular). At this rate several Korean dramas have become national hits. Most people have seen Korean dramas, however it is unclear if they consume dramas or music on a regular basis. Examples of countries that are at this level are Cuba and Hungary.
4. Level 4 (Popular). At this rate almost everyone in the country tends to recognize Korean drama and music and its popularity is increasing year by year. People have a strong interest in learning Korean and can speak a little Korean in their own country which can be easily found among the people.
5. Level 5 (Extremely Popular.) The Korean Wave began in these nations, where Korean culture has gained popularity. Korean fans in these nations frequently keep up with the latest Korean TV shows on the internet. People from this country also actively visit Korea to shop, see Korean idols, actors or actresses, attend concerts, and visit filming locations where their favorite dramas were shot. Examples of countries that fall into this level are Vietnam, Singapore, Thailand, Malaysia, Taiwan, Cambodia, Indonesia, Myanmar, Philippines, and others. The Korean Wave's development in these countries is believed to be in its early stages.

2. The Development of the Korean Wave

The term Hallyu was originally used in China by journalists in mid-1999, as a surprise at the popularity of entertainment and culture in the country. Since then, the Korean cultural explosion has expanded swiftly and is now present in many parts of Asia. The entertainment sector represents pop culture such as music, movies, drama, and series, is a cultural force that plays an important role for Korea both in Asia and in other regions. Besides China, Asia, Middle East, Europe, Hallyu is the gateway for traveling to Korea Ardia (2014).

One of the Korean products that is considered very successful in attracting the audience's interest is Korean music. Korean music is known as Korean pop or K-pop. South Korea has its own way of promoting its culture. Koreans add flavor to their

cultural products by combining their own characteristics with foreign styles in innovative and unique ways. South Korea does not play around when forming its artist. According to Ishadi (in Tabloid *Kontan* 2019: 16), it took South Korea 15 years to make K-pop what it is today. It takes time to prepare talent, manage artists, showcase and manage videos.

Since 2011, K-POP has begun to spread to many Asian countries and spread to Europe, including Indonesia. First, in 2002, Korean dramas were introduced to Indonesia through commercial television. The big fans of the Korean drama series *Endless Love*, which first aired at that time, showed how good Korean dramas were in winning the hearts of the Indonesian people. In Indonesia, not only Korean dramas but also Korean pop music programs (K-POP) are broadcast. The presence of Hallyu popular culture is also marked by the several K-pop concerts have taken place in Indonesia over the last two years. In 2018, around 6 K-POP concerts were held in Indonesia. One of them is a boy band whose popularity skyrocketed such as BTS, and a girl group whose popularity skyrocketed, TWICE, held a solo concert on August 25, 2018. This shows that Indonesia is gradually being considered in the market share in popularizing Korean culture such as Hallyu. The spread of the Korean wave in Indonesia was well received by Korean idol artists. This can be seen in the growing number of idols from the country of ginseng who hold music concerts and fan meetings in Indonesia from year to year.

In 2020, the pandemic has impacted all aspects of everyone's life, especially in South Korea's socio-economic and cultural sectors, including the entertainment industry. Due to the South Korean government's compliance with stay-at-home orders and health protocols, we can no longer carry out all activities as freely as before. Some filming had to be postponed or canceled to suppress the spread of COVID-19. This makes the South Korean government and all parties in the private sector think hard to ensure the South Korean entertainment industry can survive in the midst of the pandemic. However, just because the number of Korean dramas that were forced to be canceled or aired increases, doesn't mean that Korean dramas have lost their prestige. This is due to the increasing number of Korean drama viewers due to government policies that require everyone to Work From Home (WFH) and School from home (SFH).

According to the results of the Indonesian Institute of Sciences (LIPI) survey launched on November 30, 2020 by katadata.co.id Indonesia, it showed that 842 of

the 924 respondents surveyed, during the Covid-19 pandemic, 91.1% of people chose to watch Korean dramas. This figure has risen by 3.3% since the Covid-19 epidemic. 8% of respondents are first-time viewers of Korean dramas, having never seen or watched a Korean drama before. Therefore, it is clear that the Covid pandemic is the right impetus for the Korean entertainment industry to expand its Korean drama wings to many countries around the world, including Indonesia. With the rise of the much-discussed about Korean wave on social media, it has become the most talked about content in recent years. Towards the end of 2020, Twitter released statistical data gathered from July 1, 2019 - June 30, 2020. In that year, Indonesia was ranked fourth after the United States, Japan, and South Korea as the country with the greatest number of K-pop followers on Twitter, as quoted Niardo (2020) in Kpop Chart.



Figure 2.1 K-pop markets by unique voice on Twitter

Twitter also announced that K-Pop-themed Tweets over the past year managed to reach 6.1 billion tweets, which is a rapid increase from the previous few years.

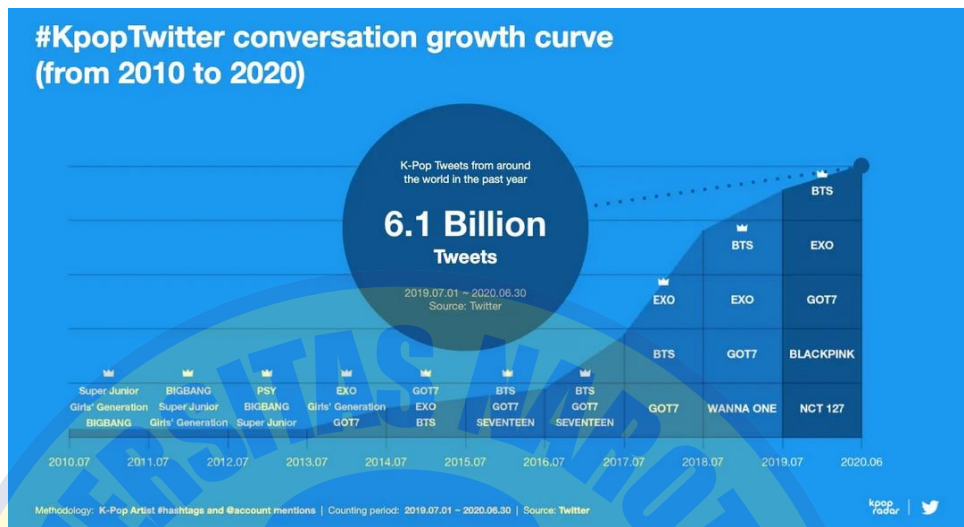


Figure 2.2 Kpop Twitter Conversation Growth Curve

3. Korean Wave Generation

According to Bok-rae (2015) The Korean Wave (Hallyu) generation is divided into 4 generations, namely:

1. Hallyu 1.0

Hallyu began exporting K-dramas in the late 1990s. Spread in China, Taiwan, and Japan. Disseminate content such as K-drama and other films, more product-oriented. Distributed by associations of Korean people outside of Korea.

2. Hallyu 2.0 Neo-Hallyu

The significance of hallyu 2.0 is to broaden the spread of hallyu scope such as contemporary K-pop culture into traditional culture namely hansik (Korean dishes), Hangeul (Korean alphabet), and hanok (Korean style house), and to achieve "genre all kill" with progress global K -Pop idols in Europe, Middle East, Africa, and North/South America.

3. Hallyu 3.0 Neologism

Spread all over the world. Starting to spread various types of culture, such as Korean drama, K-pop, tourism, including production houses and their artists, and so on. More oriented towards the whole culture that became the icon of the Korean Wave. Distributed through social media such as YouTube, Facebook, Twitter, etc.

4. Hallyu 4.0

It is thought to have the potential to spread Korean Style which is related to all Hallyu images. Those who have an interest in the lifestyle of Korean artists such as food, clothes, and places to live, etc.

Table 2.3 Hallyu's Past, Present, and Future

	Hallyu 1.0	Hallyu 2.0	Hallyu 3.0
Periode	1995 - 2005	2006 to the present	Possible future
The Diffusion Zone	Asia such as Taiwan, China and Japan	North America, Asia and Europe	Genre-diversification (Stars & Creator brand-oriented)
Target	Media contents such as Korean dramas and movies (Product-oriented)	K-pop idols	Genre diversification (Stars & Creator brand-oriented)
Cases	What is Love? In 1992, Winter Sonata in 2002, My Sassy Girl in 2001, Jewel in the Palace in 2003-2004, HOT (boyband), Boa (singer).	(Idol) Girls' Generation, Shinee, 2Ne1, Big Bang, and 2PM.	
Early Distribution	Overseas Korean people	Online distribution on YouTube	Social Media
Media	Video, spot broadcasting, and CD	Internet and on-site performance	Cross media
Durability	From a few months to years (Winter Sonata)	For several years (Girls' Generation)	For several decades
Directivity	Focusing the world's attention on Korea (Tourist industry-centered)	International expansion and performance	To the world outside of Korea (Regarded as mainstream)

Reference: (Bok-rae, 2015)

2.2.3 Price

1. Price Definition

Price is the total amount charged for a products or services, or the amount of value exchange by consumers for gained the benefits from having or utilizing the products or services, according to Kotler, Philip, and Gary Armstrong (2010).

According to M. Guntur (2010) defines price as "the amount charged for a products or services, or the amount of value that customers trade for gained the benefits from owning or utilizing the products or services." Pricing is the sole component of a variable marketing mix that generates income for the company.

Whilst Irawan dan Basu Swastha (2005) defines price as the sum of money required to purchase a mix of items and services (and possibly several products).

2. Price Role

According to Tjiptono F. (2009), Price has an important role which consists of:

1. For Economy

Wages, rent, interest, and profits are all affected by a product's price. Price is the foundation of the economic system since it influences the distribution of production elements such as labor, land, capital, and entrepreneurship. A high wage rate attracts workers and a high interest rate attracts capital investment.

2. For Consumers

In retail, there is a customer section that is very price sensitive (where price is the only consideration in purchasing a product) and a buyer segment that is not. The majority of buyers are price concerned, but they also consider other variables (store location, brand image, quality, service, value, etc.).

3. For Companies

In comparison to other marketing mixes (items, sales, and promotions), price is the sole aspect in the marketing mix that creates money. Price affects the competitiveness and market share of the company.

3. Pricing Strategy

According to Rahman (2010) pricing marketing methods are classified into six types:

1. Cost of Penetration

Penetration price is a marketing approach in which the selling price is set lower than the typical selling price in order to accelerate market penetration or adoption of the provided products. This suggests that the company or corporation is primarily concerned with increasing its market share by pricing its items below their typical price. The long-term strategy is to grow existing market share or accelerate market adoption for a product or service in order to charge consumers a premium.

2. Skimming Price

In contrast to penetration pricing, skimming pricing is setting a higher price even for a certain period of time. This strategy assumes that certain consumers will pay higher prices for goods and services by considering the product as the best. The marketing strategy is to set a high price for a limited period of time and then slowly lower it to a competitive level or match the market price.

3. Following the Leader Price

Following the Leader Price is a pricing strategy by market leaders that uses competitors as role models when setting prices for goods and services.

4. Variabel Price

A business entity establishes a variable pricing strategy to offer discounts to certain consumers. In some areas of business, many companies create price lists in two parts: standard prices and prices that include additional costs for certain buyers. Simply put, variable pricing is a marketing approach that involves setting multiple prices for a product or service in order to charge customers a fee.

5. Flexible Price

This approach can be used when the company offers goods or services in very limited quantities, but then buyer demand tends to change, so this strategy is less likely to increase consumer demand. We offer marketing approaches with different pricing to reflect these differences.

6. Price Linning

Price lining is a marketing approach that involves setting different price levels for a product. This strategy sets several different prices for selling similar retail items. This pricing strategy has the advantage of simplifying consumer choice and reducing the minimum inventory required.

4. Price Indicator

Tjiptono F. (2007) can be measured using five criteria, which include:

1. Purchasing Power

Consumer purchasing power is defined as the ability of consumers to purchase the number of goods demanded in a specific market, at a specific price level, with a specific income, and over a specific time period.

2. Ability to Purchase

Consumer purchasing power encompasses behavior, habits, consumer preferences, and past demand trends.

3. Customer Lifestyle

Consumer behavior is influenced by lifestyle. Consumer behavior can be separated into two categories: purchasing behavior and consuming behavior. Lifestyle and the variables that support it have an impact on both. When it comes to consumer purchasing behavior, lifestyle determines how, when, where, what, and with whom people shop. In terms of consumer behavior, lifestyle affects where, how, when, and what people consume. Of course, what consumers do are things that support, or enhance their self-concept and lifestyle, therefore it is important to consider their consumption and buying behavior, what customers do supports or improves their self-concept and lifestyle.

4. Product Benefits

Product advantages are advantages that can be reaped immediately after acquiring a product.

5. Prices of Other Products

Price in marketing is a unit of currency or other measure that is exchanged for ownership or the right to use products or services. This idea is consistent with the marketing concept of exchange.

2.2.4 Promotion

1. Definition of Promotion

According to Kotler, Philip dan Gary Armstrong (2010) Promotion is defined as any activities that aim to persuade customers by showing goods or services and persuading them to buy.

According to Lupiyoadi (2013) further explains the concept of advertising that promotion is used by businesses to convey the advantages of their products and is an instrument for persuasion consumer buying behavior and use of services based on their requirements.

According to Hermawan (2013) Advertising is one of several marketing priorities that alerts customers that a new product is being launched by the company, and encourages consumers to be involved in procurement efforts.

According to Daryanto (2011), it explains the concept of promotion, which is the last activity concerning the use of the marketing mix. This is very important because most markets are buyers' markets where the final decision whether to buy or sell a transaction is very much up to the consumer.

2. Promotion Purpose

According to Kotler, Amstrong (2016) promotion objectives are as follows:

- a. Facilitate short-term client purchases or build long-term customer connections.
- b. Encourage businesses to sell new things and replenish their inventories.
- c. Increase shelf space and promote firm products.
- d. Assist merchants in obtaining further seller support for existing or new products, and encourage sellers to acquire new customers.

3. Promotion Types

The five main promotional tools according to Kotler dan Armstrong (2008:117) namely:

- a. Advertising

Non-personal presenting methods and compensated marketing of ideas, products, or services by a specific sponsor. According to Kotler, Philip dan Gary Armstrong (2010), the purpose of advertising is a specific communication task performed for a particular audience during. Advertising goals can be categorized according to their primary goal of informing, persuading, or reminding. Informational advertising is frequently used when a company is trying to launch a new product line. In this instance, the goal is to construct the primary query. Comparative advertising is a type of persuasion or persuasive advertising in which companies compare their brands directly or indirectly with those of their competitors. Lastly, reminder ads for adult products are important. Reminder ads help maintain customer relationships and remind consumers of the product.

- b. Promotion of sales

Short term incentives to promote the acquisition or disposal of a product or service. According to Kotler, Philip dan Gary Armstrong (2010) There are numerous ways to achieve sales promotion goals, including:

- 1) Tools for consumer promotion

Such as product samples, cash refunds, coupons, special advertising items, special prices, premiums, games, and sweepstakes.

- 2) Tools for trade marketing

Persuade third-party merchants to sell the brand, Sell your brand, give shelf space, and advertise the brand, and convince intermediaries to eventually deliver it to consumers. Trade facilitation tools commonly used by producers include contests, direct discounts at official prices, and free goods in the form of additional packages aimed at intermediaries who buy in certain quantities.

3) Business promotion tools

A promotional tool is utilized to generate revenue leads, reward customers, drive purchase, and motivate sellers. Here the company concentrates on the two main ways of promoting the economy: conferences and trade shows. Product-selling businesses display their wares at trade shows.

c. Public relations

Develop good relations with various groups, give desired PR, maintain a positive business image, deal with rumors, news, and negative occurrences. According to Kotler, Philip dan Gary Armstrong (2010) the public relations department can carry out one or any combination of the following functions:

- 1) Press relations: Creating and disseminating valuable information in the news media in order to gain attention.
- 2) Product publicity: publicize a product.
- 3) Community activities: create and maintain partnerships with national and local communities.
- 4) Lobbying: Establish and maintain contacts with regulators.
- 5) Investor Relations : Keeping in touch with shareholders and other stakeholders in the financial sector.
- 6) Development: Contacting contributor or Organizational unit for Financial Assistance.

d. Personal selling

Personal presentations made by company sales staff in order to generate sales and create client connections. According to Kotler, Armstrong (2016) private trading is one of the world's oldest occupations. Some people sell under multiple names, including sales representatives, district managers, account managers, negotiator, and sales consultants. A lot of businesses utilize face-to-face selling since it is capable to serve as a link between the corporation and its clients. In the personal selling, there are often two employers, a buyer and a seller.

e. Direct marketing

Develop carefully cultivated relationships selected individual consumers to generate instantaneous responses using telephone, direct mail, email, direct response television, Internet, and other, means of communicating right to the specific consumers attract and build lasting customer relationships. Kotler, Armstrong (2016) direct marketing has two advantages for buyers and sellers. For

buyers, direct marketing is easy, fun, and personal. Product and service information is available to business buyers without being tied to a seller. Direct marketing is an engaging medium and direct, allowing buyer to interact with seller by phone or through the seller's website to create pertinent information. For sellers, Direct marketing is an effective tool for merchants to build customer interactions. Marketing databases allow marketers to focus on small groups (individuals) and market their goods personally. In addition, direct marketing also offers a cheaper, more efficient and faster alternative to reach the market from the seller.

4. Importance of promotion

Promotion is one way to increase the attention of our business. But, that's not all that makes promotion so important, here are some reasons why it's necessary to do promotions:

1. Spreading Information About Products

When promoting a business, be sure to provide detailed information about the product to be sold. Not only details, show also the attractiveness or value of the product but not owned by competitors. The presentation of this information can also be conveyed in various ways, including: text, face-to-face, visual media, audio, audiovisual media, and images. Communicating product information through promotions will definitely increase product awareness and increase company interest in the target market.

2. Expanding Consumer Reach

The importance of advertising in today's business is to expand the reach of the market. Moreover, currently it does not require expensive capital to expand its market reach. All it takes is social media and through the use of social media marketing and digital advertising. This method will greatly help expand the reach of the desired market. This is because internet media has borderless properties that have no barriers.

3. Increase Purchase

Finding buyers for products can be a daunting task for anyone just starting out in a business. So business promotion is important because the company can attract buyers from there. In fact, it can make consumers not only buyers, but also loyal customers. This is because through promotion, the company can influence the perception of the audience and potential buyers to take the desired action such as

making a purchase. To achieve the goal, the company also needs an advertising strategy that is in accordance with the specified target market.

4. Increase Brand Awareness

Advertising is one way to introduce a product. Then promotion will automatically become the right medium to increase awareness. Brand awareness is in the early stages of product launch. Where the company seeks to raise brand awareness in the intended market. Once brand awareness is built, sooner or later consumers will want to try the product.

5. Outperform the Competitors

Every business has competitors. Advertising is one of the ways companies differentiate themselves from existing competitors. Promotion allows companies to show that their products are superior to competitors. The product can dominate the market if the company can outperform its competitors.

6. Achieve Sales Target

Implementing an advertising campaign will ultimately help the company in achieving its sales goals. Advertising strategies allow companies to get their target market to buy through offline or online prospect channels. If sales increase significantly, it can be said that the company's marketing strategy has been successful.

5. Promotion Indicator

According to Kotler, Philip dan Kevin Lane Keller (2016) promotion indicators include:

1. Promotional Message

It is an indicator of how well the message is executed and delivered to the consumer or market.

2. Promotional Media

Media selected and used by the Company to advertise products.

3. Promotion Duration

Indicates how long it takes the company to run its advertising program.

4. Promotion Frequency

The number of sales promotions conducted by the company at one time via promotional media.

2.2.5 Purchasing Decision

1. Definition of Purchasing Decision

According to Alma (2014) Economic, money, technology, politics, culture, products, prices, locations, advertising, physical evidence, people, and procedures all affect purchase decisions. This Customer attitudes are formed in order to process all information and draw conclusions in the form of replies about which products to buy.

Tjiptono F (2015) defines consumer purchasing decisions as the procedure by which customers become aware of an issue and seek information about a specific product or brand.

According to Kotler, Philip dan Kevin Lane Keller (2016) A purchase decision is an integrated process that uses knowledge to analyze and select one of two or more possible courses of action.

2. Factors Affecting Consumer Purchase Decisions

Consumer Purchase Decision Influencing Factors According to Kotler (2003) three factors influence consumer purchasing behavior, including the following:

a. Cultural aspects

Culture, subculture, and socioeconomic class all have a significant impact on purchasing behavior. Culture is the most fundamental predictor of desire and behavior. Children raised in the United States, for example, have a higher influence on values such as achievement, activity, efficiency, progress, material enjoyment, individualism, freedom, humanism, and youth. Each subculture is made up of multiple subcultures that provide members with more particular identity and socialization, as follows: Nationality, Religion, Social Group, Race, and Region Essentially, the social order has social tiers (classes). Social class reflects not only income, but also work, education, clothes, language, and leisure time.

b. Social aspects

In addition to cultural considerations, social factors such as the following influence consumer purchasing behavior:

1. The reference group

Affinity consumer buying behavior groups can be understood as groupings that directly or indirectly affect individual attitudes and behavior. These groups are usually called membership groups and are groups where you can influence someone directly. Members of this group are usually family members, friends, neighbors, co-workers, and other key group members who connect immediately and continuously in a casual setting. In addition to Primary and secondary

groups, typically religious, professional, and professional groups, can be designated as member groups.

2. Family

The family is separated into two parts in consumer purchasing organizations. The orientation family is the first family. This family is made up of parents and siblings who can provide personal ambition, self-esteem, and love, as well as religious, political, and economic direction. Second, the person's family, which includes his or her spouse and the amount of children they have. This is referred to as a reproductive family.

3. Status and position

Then next social factor that influences the buying behavior of individuals is their social standing and role. The higher their position in an organization, the larger their role, which might directly influence their purchasing behavior. For example, the managing director of a corporation is undoubtedly in a better position than his supervisor, as is his purchasing behavior. Certainly, the CEO buys a brand that is more expensive than others.

4. Personal Factor

Personal qualities such as the buyer's age and life stage, occupation, financial status, lifestyle, personality, and self-image can all impact purchase decisions.

a. Age and the life cycle of a family

People acquire a wide range of goods and services throughout their lifetimes, and each consuming activity is influenced by their family's life cycle.

b. Employment and the economic climate

Individual consumption can be influenced by the workplace and the economic climate. For example, the firm may purchase fancy clothing or go by plane, join specialty club, and buying luxury cars. Product selection is frequently influenced by personal financial circumstances such as: Total income, quantity of savings, debt, and spending or saving mindset.

c. Lifestyle

A lifestyle can be defined as a way of life that is consistent owned by a person, which is manifested in their interests, activities, and opinions, which are shaped by social class and occupation. Nonetheless, the same social class and the same work do not ensure the continuation of the same lifestyle. For

example, various brands of mobile phone companies are competing to create applications for sound players, videos, cameras, and other products to suit the different lifestyles of modern and dynamic teenagers. Or a businessman who needs a cellphone that can help with a variety of business operations.

d. **Personality**

Everyone has a distinct personality traits, which can have an impact that person's buying behavior. Personality is a distinguishing human psychological attribute that results in a reasonably constant and long-lasting reaction to external stimuli. Personality is typically defined by natural characteristics such as self-confidence, dominance, sociability, self-protection, and adaptability. When studying customer brand preferences, personality can be a very useful variable. This is because some customers select brands that reflect their individuality.

3. Role in the buying decision process

According to Kotler, Amstrong (2016) In purchasing decisions, there are generally 5 kinds of roles that a person can play. Among the five roles are:

- a. Initiator: the one who initiates first recognizes an unmet want or need and suggests the idea of buying a particular product or service.
- b. Influencers: These are those who provide opinions, suggestions, or advising to help purchase decisions.
- c. Decision maker (Decider): the person who makes the decision whether to purchase, what to purchase, how to purchase, and where to purchase
- d. Buyer: a person who makes a genuine purchase (actual).
- e. User: a person who consumes or employs goods or services that have been purchased.

4. Purchasing decision indikator

Kotler (2003) the process of making purchasing decisions on consumers divided into five stages, namely:

1. **Decision recognition**

The procedure begins when the buyer identify a problem or requirement. This need can be set up by either internal or external stimuli In some circumstances, hunger and thirst might act as a motivator or trigger to purchase. In other cases, needs may be influenced by external factors. for instance, when someone smells cooking from a restaurant, when someone is hungry, or when someone wants a car

that is similar to the neighbor's car. At this stage, marketers must determine the conditions that cause consumer needs. Marketers can perform consumer research to uncover the stimuli that most frequently pique a consumer's interest in a product.

2. Information Search

Customers are driven by the need to seek additional information. At this point, consumer information search can be divided into two levels: a lighter information search situation known as information enrichment, and a more serious information search situation. People are looking for different information about your product at this level. On the next level, consumers can enter an active information search phase. They seek information by reading materials, listening to or reading other people's experiences, or visiting stores to learn about a particular product. At this stage, marketers should turn their attention to how they can identify the primary information sources that consumers receive as well as how these sources influence their subsequent purchasing decisions. According to Kotler (2003), The primary sources from which consumers obtain information are classified into four categories, namely:

- a. Personal sources: family, neighbors, friends, and acquaintances.
- b. Commercial sources: advertise, salespeople, dealers, package, store displays.
- c. Public sources: mass media, consumer improvement organizations.
- d. Source of experience: handling, reviewing, and as well as using the product.

Customers generally obtain information about products from commercial sources, sources controlled by the marketer. Personal sources, on the other hand, provide the most useful information. All commercial information and private sources serve as information providers have a legitimate or evaluative function. Gathering information activities enable customers to understand competing brands and the characteristics of each brand before making a choice.

3. Alternative Evaluation

The following stage, later than gathering information about one brand, customers evaluate alternatives from several brands that produce the same item. At this point, there are three fundamental concepts that can assist marketers in comprehending the consumer review process. First, consumers attempt to meet their own needs. Second, consumers anticipate certain advantages from product solutions. Third, consumers regard each product as a collection of attributes with varying abilities to deliver the benefits they seek and meet their needs. Buyers'

preferences may differ depending on the product type. Cameras, for example, allow customers to view attributes such as image clarity, camera speed, camera size, and price.

4. Purchase Decision

When evaluating alternatives, consumers gain confidence in the brand and each brand's position based on each attribute that contributes to shaping the brand image. Consumers are influenced by two major factors that exist between purchase intentions and purchase decisions at the purchase decision stage, namely:

- a. The attitude of others, that is, how much they undermine one's preferences, depends on two points. First, the strength as a result of other people's negative attitudes towards alternatives favored by potential consumers. Second, motivation of the consumer to respond to the needs of others is that the stronger the others' negative attitudes and the consumer's proximity to the consumer, the more the consumer's purchase intention changes. We also need to apply preference conditions. A shopper's preference for a particular brand increases when the someone she/he likes is also a big fan of the same brand (Fisbhein, in Kotler (2003)).
- b. The second factor is an unexpected situational factor that reduces the consumer's desire to buy. For example, losing a job or an urgent need at an unexpected time can discourage consumers from buying. The decision to change, postpone, or avoid making a purchase is heavily influenced by perceived risk. Amount spent, attribute uncertainty, consumer confidence, etc. In this case, marketers need to understand what makes consumers feel risky and provide them with information and assistance in risk reduction they feel (Raymond, in (Kotler (2003))).

5. Post Purchase Behavior

Consumers feel have a sense of satisfaction or dissatisfaction after buying a product. The job of a marketer does not end there with the purchase of the product. Marketers must keep track of post-purchase satisfaction, actions, and product usage.

a. Post-purchase satisfaction

Buyer satisfaction is a function of how closely the purchaser's expectations of the product match the visual that the buyer thinks about the product. Buyers are disappointed when a product performs below expectations. On the other

hand, buyers are happy when the performance of a product exceeds consumer expectations. This sentiment determines whether consumers will repurchase the purchased brand, become a brand customer or recommend the brand to others.

b. Post-purchase actions

Dissatisfaction and product satisfaction affect how consumers behave further. Satisfied consumers are more likely to repurchase the product. On the other hand, if consumers are dissatisfied, they may not buy from the brand again.

c. Post-purchase use and disposal

Marketers must monitor how consumers use and dispose of these products in addition to post-purchase actors and actions. This is done to ensure that nothing can harm consumers or the environment through improper, excessive or irresponsible use.

2.3 Connection Between Variables

1. The connection between the Korea Brand Ambassador variable (X1) and the Purchase Decision variable (Y)

The use of Korean artists or idols as brand ambassadors encourages an increase in consumer attitudes to buy products from this company. This is supported by previous research, namely (Afifah Nurul Imani, Nelly Martini, 2021), (Febri Putri Priyanto, Hari Purwanto, Robby Sandhi Dessyarti, 2021), and (Windyasari, Wuryanti Kuncoro and Hanifah Azhar, 2021), states that the brand ambassador variable has an effect on purchasing decisions.

2. The connection between the Korean Wave variable (X2) and the Purchase Decision variable (Y)

The entry of the Korean wave to Indonesia has encouraged an increase in consumer attitudes to buy products from this company. This is supported by previous research, namely (Amarilis Rahmadani, Yunita Anggarini, 2021), (Truong, (2018)), and (Heesoon Yang, Byoungho Ellie Jin, and Minji Jung, 2020), states that the Korean wave variable has an effect on purchasing decisions.

3. The connection between the Price variable (X3) and the Purchase Decision variable (Y)

The higher the price, the lower the purchasing decision, on the other hand, if the price is low, the higher the purchase decision will encourage consumer attitude decisions to buy products from this company. This is supported by previous research, namely (Dyah Ayu Rara Sukmawati, Muhammad Mathori, Achmad Marzuki, 2022), (Muhammad Afif, Nadilatul Aswati, 2022), (Alifian Sugeng Prasetyono, Joko Suyono, I Putu Artaya, Qausya Faviandhi, 2021), and (Rahayu Lestari, Lilis Suryani, 2022). states that the price variable has an effect on purchasing decisions.

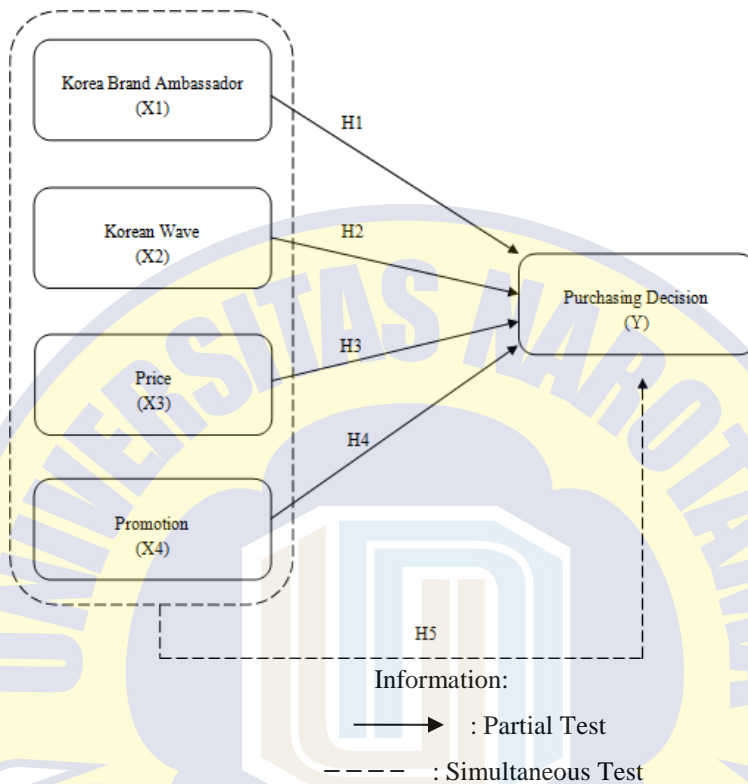
4. The connection between the Promotion variable (X4) and the Purchase Decision variable (Y)

The more often companies do promotions encourage an increase in consumer attitudes to buy products from this company. This is supported by previous research, namely (Wellyn Sinta Maria Purba, Syahfirin Abdullah, Edison Cholia Sembiring, 2021), (Ifa Kurnia Sari, Nur Hidayati, Andi Normaladewi, 2022), (Lia Tiana, Budi Wahono, Ety Saraswati, 2021), and (Alifian Sugeng Prasetyono, Joko Suyono, I Putu Artaya, Qausya Faviandhi, 2021), states that the price variable has an effect on purchasing decisions.

5. The connection between the variables korea brand ambassador (X1), Korean wave (X2), price (X3) and promotion (X4) with purchasing decisions (Y)

The use of Korean idols or artists as brand ambassadors encourages an increase in consumer attitudes to buy products from this company, and is supported by the entry of the Korean wave, high and low prices, and frequent product promotions. This is supported by all the research mentioned above, so if the relationship between each variable is partial, it is likely that it will simultaneously have an effect.

2.4 Framework of thinking



2.5 Hipotesis

The hypothesis in this study regarding the effect of each variable on purchasing decisions is explained below:

- H1 : Korea Brand Ambassador (X1) partially has a positive and significant effect on purchasing decisions (Y)
- H2 : Korean Wave (X2) partially has a positive and significant effect on purchasing decisions (Y)
- H3 : Price (X3) partially has a positive and significant effect on purchasing decisions (Y)
- H4 : Promotion (X4) partially has a positive and significant effect on purchasing decisions (Y)
- H5 : Korean Brand Ambassador (X1), Korean Wave (X2), Price (X3) and Promotion (X4) simultaneously have a positive and significant effect on purchasing decisions (Y)