A Brand Ambassadors for Purchasing Decision Mediheal Sheet Mask Users in Karawang

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Abstract

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.

Keywords*: Brand Ambassadors, Korean Wave, Purchasing Decision*

1. Introduction

Competition in the business world is increasing rapidly, both in companies engaged in industry, trade, and services. Which is due to the development of technology and science. Various innovations that have emerged have made the company make various efforts to attract consumers and be able to compete with other competing companies [1]. With that, the marketing strategy implemented by the company must be right on target to create a product that is by the wants and needs of consumers, so that the product can also survive or occupy the top ranks of its competitors. Competition in this era requires marketers to develop and also have to grab market share [2].

Companies in the industrial commodity sub-sector that are experiencing rapid growth are the cosmetics industry sector. Imported cosmetic products continue to flood the Indonesian market, and their value increases every year. Table 1 will show the number of South Korean cosmetics imports from 2016 to 2019 [3].

Table 1. Import Value of Korean Cosmetics in Indonesia (in million USD)

Year	Import Value
2016	5,9
2017	6,3

| 2018 | 8,5 |
| 2019 | 9,2 |

Based on table 1, it can be seen that the number of South Korean cosmetics imports continues to increase from year to year. South Korea is interested in Indonesia as one of its market shares in Asia. Apart from the fact that Indonesia has a large population in Southeast Asia, Indonesia is also one of the countries where it can be said that its population is in the biggest Korean wave.

Korean sheet mask brands that have entered and become the spotlight in Indonesia are shown in table 2 below:

Table 2. The Best Korean Sheet Mask 2020

No.	Sheet Mask Brand
1.	The Face Shop
2.	Tony Moly
3.	Nature Republic
4.	Etude House
5.	Innisfree
6.	Missha
7.	Leaders Mediu
8.	Mediheal

Table 2 shows the brands of the best Korean sheet masks in 2020 [4]. And one of the brands for this research is Mediheal.

A purchasing decision is a decision to buy or not to buy [5]. Purchasing decisions are a process stage when consumers make real product purchase. According to Schiffman and Kanuk "The purchasing decision-making model can be view as a system consisting of inputs, processes, and outputs, where the process is influenced by the company's marketing efforts, socio-cultural and consumer psychological conditions"' [6].

One of the ways that consumer purchasing decisions can lead is by using a strategy that is different and unique from competitors, such as using a Brand Ambassador as a brand speaker. According to Lea-Greenwood "A brand ambassador is a tool used by companies to communicate and connect with the public regarding how them actually anhances sales" [7]. The way a brand ambassador reminds consumers of products can generate purchase interest which is expected to end in the purchase decision. With the large number of imports of cosmetics and skin health products in Indonesia originating from Korea, Mediheal is trying to hook the boy band from South Korea, 'BTS' as Mediheal's brand ambassador, which is expected to attract interest and attention so that it will raise the intention to buy Mediheal products.

Not only a unique strategy, but purchasing decisions can also arise because of trends or phenomena that are happening in society. One of the phenomena currently sweeping the world is the Korean Wave or Hallyu phenomenon [8]. The term hallyu, which refers to the popular entertainment and culture of Korea in Asia and other parts of the world, emerged in the mid-1990s after Korea established diplomatic relations with China in 1992 [9]. Korean Wave or Hallyu is a popular culture from South Korea which is a kind of belief or teaching and is accepted in various societies.

Mediheal's popularity in Indonesia is increasing due to South Korean dramas or celebrities that use products from Mediheal. This is also in line with the increasing popularity of South Korean cosmetics that the Korean wave has brought. The emergence of the Korean wave helped

Mediheal to adapt to society. The availability of reliable information and the already high popularity of the Korean Wave have resulted in increased interest in buying Mediheal products.

Based on the background description above, the authors are interested in researching with the title "A Brand Ambassador for Purchase Decisions Mediheal Sheet Mask Users in Karawang".

2. Research Method

During the compilation process, several things must be considered, one of which is the method used to solve the problems contained in the research. The method used is a quantitative method with descriptive and verification approaches. The population used in this study is the people of the city of Karawang. The calculation in this test uses the Slovin formula with an error rate of 10%. The sampling technique used was Accidental Sampling. Accidental Sampling is a sampling technique that is not determined in advance. The research directly collected data from the sampling unit encountered [10]. Data collection techniques using literature study, observation, interviews, and questionnaires. Data analysis techniques used a range of scales, correlation analysis, and path analysis.

Literature review

To clarify and as a consideration in this study, the study examines several previous studies, as follows:

- According to previous research, obtained in the journal Mila Febriana R, Sampurno and Djoharsjah (2017) with the title The Influence of Brand Ambassadors and Hallyu on Consumer Decisions to Make Brand Switching and Its Implications for Cosmetics Consumer Satisfaction in Jakarta [11]. The results obtained in this study indicate that simultaneously and some brand ambassadors and Hallyu have a significant positive effect on consumer decisions to switch brands. The consumer's decision to make a brand change has a significant positive effect on customer satisfaction.
- According to previous research, obtained in the journal Ayu Sagia and Syafrizal Helmi Situmorang (2018) with the title Influence of Brand Ambassador, Brand Personality, and Korean Wave on Purchase Decisions (Studies on Students of Nature Republic Aloe Vera Skincare Users at the Faculty of Cultural Sciences, University of North Sumatra) [12]. The results obtained in this study indicate that simultaneously brand ambassador, brand personality and Korean wave have a significant effect on purchasing decisions for Nature Republic Aloe Vera skincare products. Partially, a brand ambassador has a positive and significant effect on purchasing decisions, brand personality has a positive and significant effect on purchasing decisions, the Korean wave has a positive and significant effect on purchasing decisions.
- According to previous research, obtained in the journal Heppiana Lestari, Sumarti, and Aniesa Samira Bafadhal (2019) with the title The Influence of Brand Ambassador and Korean Wave on Brand Image and Its Impact on Purchase Decisions (Online Survey on Innisfree Consumers in Indonesia and China) [13]. The results obtained in this study indicate that brand ambassadors and Korean waves have a significant effect on brand image. Brand ambassadors do not have a significant effect on purchasing decisions. The Korean wave harms buying decisions. Brand image has a significant effect on purchasing decisions. The results of the analysis of the path coefficient of brand image on brand ambassadors and purchase decisions show that brand image partially mediates between brand ambassadors and purchasing decisions. Furthermore, the results of the analysis of the path coefficient of the brand image on the Korean wave and purchase decisions show that the brand image fully mediates the Korean wave and the purchasing decision variables.
- According to previous research, obtained in the journal Angela Merici Bhara and Amanah Rakhim Syahida (2019) with the title Influence of "Shopee Blackpink As Brand Ambassador" Advertising on Indonesia's Online Shopping Interest [14]. The results obtained by this study indicate that the correlation or relationship between advertising and shopping interest has a strong relationship. Thus Shopee's advertisement featuring girl group Blackpink as brand ambassador significantly influences the online shopping interest of Wira Husada Nusantara midwifery academy students.
- According to previous research, obtained in the journal Caesy Antania Kuswardani (2020) with the title Influence of "BTS" Brand Ambassador, Brand Image and Reference Groups

on Purchasing Decisions on Tokopedia [15]. The results obtained by this study indicate that partially brand ambassadors have a negative and significant effect on purchasing decisions, while brand image and reference groups have a positive and significant effect on purchasing decisions. Simultaneously, these three variables have a positive and significant effect on purchasing decisions.

- According to previous research, obtained in the journal Francisca Triyana Resti Prastiwi and friends (2020) with the title Influence of [16]. The results obtained by this study indicate that the culture trend of Korean Wave variable does not have a significant effect on purchase intention, the brand ambassador variable has a significant effect on purchase intention, and the price variable has a significant effect on purchase intention.

3. Results and Analysis

Results and analysis in this test were found from testing the validity and reliability as well as the classic assumption test, namely normality. The validity test is carried out to determine the ability of the research instrument to measure what should be measured [17]. Reliability test to measure the consistency of measuring instruments in measuring a respondent's consistency in answering the question items in a questionnaire or research instrument [18]. Normality tests generate a probability plot and perform hypothesis tests to check whether or not an observation follows a normal distribution [19]. Thus the test is suitable for use in testing the hypothesis of this study.

In path analysis, the relationship between the independent variables which have a meaningful correlation can be calculated as the amount of direct and indirect influence. The indirect effect is the product of the path coefficient and its correlation coefficient. The following is the relationship between the two independent variables, which can be explained in Table 3 as follows:

Table 3. Correlations

		Brand Ambassador	Korean Wave
Brand Ambassador	Pearson Correlation	1	.334[**]
	Sig. (2-tailed)		.001
	N	100	100
Korean Wave	Pearson Correlation	.334[**]	1
	Sig. (2-tailed)	.001	
	N	100	100

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

Source: The Results of SPSS Data Processing, 2020

Based on the test results, it can be seen in Table 3 and the results of the study show that the correlation coefficient value between the independent variables, namely the Korean Wave Brand Ambassador (X1) (X2) is 0.334. Thus it can be seen that the Brand Ambassador and the Korean Wave have a low and unidirectional level of relationship because the value is positive and the coefficient interval is in the low category 0.200 - 0.399 [20].

1. Partial Influence of Brand Ambassador (X1) and Korean Wave (X2) on Purchasing Decisions (Y).

Based on the results of data processing performed using SPSS software and the results obtained from the path coefficients for each d Ambassador (X1) and Korean Wave (X2) to the Purchase Decision (Y). The results of this processing can be seen in Table 2 as follows:

Table 4. Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	15.503	2.298		6.748	.000
Brand Ambassador	.353	.156	.225	2.257	.000
Korean Wave	.234	.095	.244	2.448	.000

a. Dependent Variable: Keputusan Pembelian

Source: The Results of SPSS Data Processing, 2020

Based on table 4, it can be seen that the path coefficient between the Brand Ambassador (X1) and Korean Wave (X2) variables on the Purchase Decision (Y). These values are respectively described as follows:

a. The variable path coefficient for brand ambassador (X1) on purchase decisions (Y).

Based on the results of research that has been conducted by researchers, it can be seen in table 4 and the result of the value of the brand ambassador variable path coefficient (X1) on purchasing decisions (Y) is 0.225. It can be seen that the direct effect of the ambassador (X1) on purchasing decisions (Y) is 0.225 or if the percentage is 22.5%, so the equation Y = 0.225X1 is obtained.

b. Korean Wave variable path coefficient (X2) on Purchase Decision (Y).

Based on table 4 the path coefficient for the Korean wave variable (X2) on the purchase decision (Y) is 0.244. It can be seen that the direct effect of the Korean wave (X2) on purchasing decisions (Y) is 0.244 or if the percentage is 24.4%, so the equation Y = 0.244X2 is obtained.

2. Simultaneous Influence of Brand Ambassador (X1) and Korean Wave (X2) on Purchasing Decisions (Y).

The direct effect of the Brand Ambassador (X1) and Korean Wave (X2) variables on Purchasing Decisions (Y) can be explained as follows:
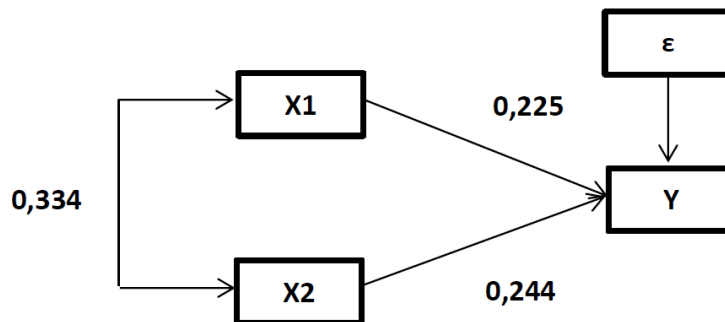

Figure 1. Simultaneous Influence of Brand Ambassador (X1) and Korean Wave (X2) variables on Purchasing Decisions (Y)

Based on Figure 1 shows that the correlation between brand ambassador (X1) and Korean wave (X2) is 0.344 and the magnitude of the associative positive degree or brand ambassador variable path coefficient (X1) is 0.225 which is lower than the Korean wave variable (X2) 0.244, meaning Korean. wave (X2) is more influential than brand ambassadors (X1). The path similarities are as follows.

$$Y = 0.225 X_1 + 0.244 X_2 + p y\varepsilon$$

Hypothesis testing :

1. **First Hypothesis**

The results of the t value = 2.257 then compared with the t table with an error rate of 10%, db = (n - 2) = 100 - 2 = 98, obtained t table = 1.66055. Thus it can be seen that t count (2.257)> t table (1.66055), then H0 is rejected. Thus, it can be concluded that brand ambassador (X1) partially influences purchasing decisions (Y).

2. **Second Hypothesis**

The results of the t value = 2.448 then compared with the t table with an error rate of 10%, db = (n - 2) = 100 - 2 = 98, obtained t table = 1.66055. Thus it can be seen that t count (2.448)> t table (1.66055), then H0 is rejected. Thus it can be concluded that the Korean wave (X2) partially affects the buying decision (Y).

3. Third Hypothesis

The results of the calculated f value = 8.319 then compared with f table with an error rate of 10%, degree of freedom (df) = (n - 2) = 100 - 2 = 98, obtained f table = 2.36. Thus it can be seen that f count (8.319)> f table (2.36), then H0 is rejected. Thus, it can be concluded that brand ambassador (X1) and Korean wave (X2) simultaneously influence purchasing decisions (Y).

4. Conclusion

Based on the results of this study, it can be seen that there is a low and positive relationship between brand ambassadors and the Korean wave. Partially brand ambassadors have a positive and significant effect on purchasing decisions. Partially the Korean wave ambassador has a positive and significant effect on purchasing decisions. And there is a simultaneous influence between brand ambassadors and the Korean wave which together influence on purchasing decisions.

The results of this study are useful for Mediheal to maintain its brand ambassador to attract consumer interest. Due to the expansion of the Korean wave, it also provides benefits for Mediheal, because the Korean wave has created an increasing interest in buying products.

For future researchers who want to continue this research, it is hoped that they will examine other variables that were not an exam in this study because in this studied the independent variables studied only slightly affected the dependent variable. And further researchers can use other research methods so that the research results can be more diverse.

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