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THE INFLUENCE OF BRAND AMBASSADOR AND KOREAN WAVE ON PURCHASE DECISION FOR NEO COFFEE PRODUCTS

Lutfia Siskhawati¹, Hutomo Atman Maulana²

^{1,2}Program Studi Administrasi Bisnis Internasional, Politeknik Negeri Bengkalis
lutfiasiskawati@gmail.com

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ABSTRACT

This research was conducted to determine the influence of brand ambassadors and Korean wave on purchasing decisions for Neo Coffee Products. The population in this research are all the people who have bought Neo Coffee product in Riau Province. Samples in this research were taken by using purposive sampling method that consist of 100 respondents. This research used multiple linear regression as data analysis technique. The result showed that brand ambassador did not have significant effect on purchasing decisions partially ($t=1.176$, $p=0.243$), Korean wave have a positive and significant effect on purchasing decisions partially ($t=8.265$, $p=0.000$), and simultaneously, brand ambassador and Korean wave have a positive and significant effect on the decision to purchase Neo Coffee products ($F=75.841$, $p=0.000$, $R^2=0.61$)

INTRODUCTION

Nowadays competition in the business world is increasing both in companies engaged in industry, trade, and services due to developments in science and technology. The company makes various efforts to attract consumers to compete with other competitors. The marketing strategy applied by the company must be appropriate to create products that are in accordance with the wants and needs of consumers and can survive and win the competition. Competition in the era of globalization will direct marketing to develop and grab market share. The process of delivering products to customers and achieving company goals, namely selling products as much as possible, the company must be able to attract consumer attention and generate buying interest which leads to purchasing decisions. Purchasing decisions are a process stage when consumers make real product purchases. Understanding consumer behavior is important because purchasing decisions are closely related to consumer behavior. Purchasing decisions made by consumers vary widely, some are simple and complex.

One way that can lead to consumer purchasing decisions is to use a strategy to use advertising as a promotional area. Many similar products or services make companies compete with each other for consumers, at least attention. This competition can be in the form of quality produced, service or promotion in the form of advertisements that are disseminated using the media.

The development of advertising for promotion is not only focused on products or services. The use of artists can also be a form of promotion. Not infrequently companies use

artists as a place to advertise products or services produced by the company. One of them is that the artist is used as a Brand Ambassador for a brand. The use of an artist as a Brand Ambassador for a product is not new anymore, some artists can be appointed as Brand Ambassadors or running advertisements to increase sales, especially to attract the interest of the artist's fans. Brand ambassadors or celebrity endorsement will help create a stronger emotional connection between a brand/company with the consumer so indirectly would build the image of the product impact on purchasing decisions and product usage (Wang & Hariandja, 2016).

Companies usually select popular artists as Brand Ambassadors. There are requirements to choose an artist as a Brand Ambassador, one of which is that the artist has an achievement that is remembered by the public. The use of an artist as a Brand Ambassador is expected to influence consumers to choose products advertised by the artist. One of the uses of the artist as a Brand Ambassador is a K-Pop artist. Not only a unique strategy, purchasing decisions can also arise due to trends or phenomena that are happening in society (Lestari et al, 2019). In the past few years, the development of South Korean culture has spread throughout the world. Various products from South Korea, ranging from dramas, music, food, cosmetics, clothing, films have spread widely. The exports of South Korean cultural products generate enormous profits. The process of spreading Korean culture throughout the world has become known as the Korean Wave. A popular culture, then becomes a brand image of a country, more or less like that of the Korean Wave.

In the current millennial era, it can be seen that the Korean Wave phenomenon is growing rapidly in various parts of the world. As we know, Korea has been famous for its entertainment media that requires role models to attract the hearts of the public. For example models, actresses, actors, singers, comedians, boybands and girl groups. The fans are also diverse and are not separated by age or gender. Not only music is being loved, food and beverage products are also being loved. This phenomenon makes companies in the business sector, especially food and beverage products, invite the artist or idol to cooperate. Often companies display these artists in the form of visual merchandising in product sales shops to attract the attention of potential customers. Not only in offline stores, this artist appearance also exists online on a brand's website. The arrangement of products on the use of an eye-catching website makes consumers take longer to see the products on the website, because this usually means that consumers will decide to buy or not.

The reason a product uses a K-Pop idol as its Brand Ambassador is that K-Pop fans are known to be loyal and want to have items that their idol uses or consumes. So, producers ask K-Pop idols to become models so that fans consume their products (Siswandi, 2020). A person who has an idolized group, and his idol becomes an advertisement star for cosmetic products, clothing, shoes to food and drinks. They will consume a product starring his idol, because of the influence of the star and feel the product is needed. One industry that is experiencing an increase is the coffee beverage industry. The culture of "coffee" is now a trick. If in the past it was often considered the drink of the aged, now coffee has succeeded in becoming a contemporary drink among young people. Coffee shops that are mushrooming are also the factors that make coffee closer to the community and become part of the modern lifestyle. Reported by Pratiwi (2017), data from the ICO (International Coffee Organization) noted that the coffee consumption in Indonesia during 2017 is 4750 (in thousand 60kg bags) and it is about 9.6% world consumption. The trend of increasing coffee consumption is also reflected in

online buying and selling channels. According to Tokopedia, coffee sales on its marketplace platform have nearly tripled to reach 120,000 products. This increase in coffee is a great opportunity for local coffee producers and entrepreneurs who become Tokopedia merchants. One of them is NEO Coffee. NEO Coffee is a coffee drink brand from the Wings Food company. Based on Cake (2019), Wings Food itself is one of the major companies in Indonesia that has launched many daily necessities such as food, drink, detergent and so on. One of their newest products is "NEO Coffee". Several months earlier, Wings Food posted a teaser featuring Lucas as the official model for their newest coffee brand. Lucas is a member of the South Korean boy group NCT.

There are some research about brand ambassador and Korean wave. The first research was conducted about the influence of brand ambassadors and the Korean wave on brand image and its impact on the purchase decision of Innisfree products (Lestari, et al., 2019). An online survey of Innisfree consumers in Indonesia and China in 2018 concluded that brand ambassadors and Korean waves have no significant effect on the purchase decision variable, Korean wave has a negative effect on the purchase decision variable. And the brand image variable has a significant effect on purchase decision. The second research conducted about the Influence of brand ambassador, brand personality and Korean wave on purchase decision of Nature Aloe Vera Products (Sagia & Situmorang, 2018). The result showed that brand ambassador, brand personality and Korean wave had a significant effect on purchase decision of Nature Aloe Vera Products. Brand ambassadors have a positive and significant effect on the purchase decision. Korean wave has a significant positive effect on the purchase decision, and 54.9% of purchase decision variables can be explained by brand ambassador, brand personality, and Korean wave variables. The third research conducted about brand ambassador performance and the effect to consumer decision using VisCAP model on online marketplace in Indonesia (Fitrianto, et al., 2020). Regarding VisCAP indicators are used to measure the brand ambassador's performance, credibility is an important thing that influences purchase intention from the brand ambassador of Tokopedia, while the others are insignificant. Brand Ambassador produces differences in variables that influence purchase intention. The marketplace could use ambassador to influence consumer decisions, but every ambassador has different characters and variables that could influence consumer decisions. This paper offers originality such as Indicators on VisCAP that influence purchase intention on Indonesia people could be different on each of the ambassadors. And this paper proposes a future research ide such as develop new research by using transfer meaning approach that could analyze whether the values possessed by ambassadors can spread to products and accepted by consumers.

Based on previous research there are no research about influence of brand ambassador and Korean wave on consumer purchasing decision of coffee products. Therefore, this research interested in examining the influence of Brand Ambassador and Korean Wave on Consumer Purchasing Decisions of Neo Coffee products in Riau Province. This interest is based on the assumption that fans have high enthusiasm for their idol. Seeing this opportunity, many companies consider that inviting their idols to become Brand Ambassadors has an impact on sales.

LITERATURE REVIEW AND RESEARCH METHOD

Brand ambassador is a tool used by companies to communicate and connect with the public, regarding how they actually enhances sales (Lea-Greenwood, 2013). Brand Ambassadors are cultural or identity icons, where they act as marketing tools that represent a product. Brand Ambassador is a person who supports a brand from various popular public figures (Shimp & Andrews, 2013). There are four characteristics needed by the Brand Ambassador known as the VisCAP model. These four characteristics consist of visibility, credibility, attraction, and power (Fitrianto et al., 2020).

The Korean wave was initiated by the government with the aim of lifting economic conditions and repositioning the country's image, so as to gain the trust of international consumers as well as to promote products related to culture (Sagia & Situmorang, 2018). The Korean wave (Hallyu) is a popular cultural phenomenon from South Korea that spreads through the mass media, and its popularity has spread to the Asian region. More specifically, the Korean wave on changes in consumer behavior stated that there are several indicators of the Korean wave, including understanding, attitude and behavior, and perception.

This Research was conducted in Riau Province from November – December 2020. The object of research was the people of Riau Province who have consumed Neo Coffee products. The population in this study the people of Riau Province. The number of the samples are 100 respondents from of Riau Province who have ever consumed NEO COFFEE drinks. The sampling technique in this study was purposive sampling. This research used online questionnaire that consist of 18 items as data collection technique. Data analysis in this research used multiple linear regression. Research models in this study using a dual paradigm model with two independent and one dependent variable with Hypothesis as follows:

- H1 : Brand ambassador have significant effect on purchase decision of Neo Coffee products partially.
- H2 : Korean wave have significant effect on purchase decision of Neo Coffee products partially.
- H3 : Brand ambassador and Korean wave have significant effect on purchase decision of Neo Coffee products simultaneously.

RESULT AND DISCUSSION

The characteristics of respondents based on gender show that there are 33 male and 67 female respondents. This shows that female respondents are more dominant than male respondents. Respondents based on age show that the most dominant age of the respondents is the age between 21-25 years with 32 female respondents and 17 male respondents. Validity and reliability questionare showed the lowest Rcount is 0.582 with the Cronbach's Alpha 0.933.

Table 1. Result of t Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.728	2.235		1.221	.225
1 BrandAmbassador_X1	.113	.096	.101	1.176	.243
KoreanWave_X2	1.311	.159	.709	8.265	.000

a. Dependent Variable: BuyingDecision_Y

Table 1 shows the result t test from multiple regression analysis. it can be seen that the p-value from the test for brand ambassador $0.243 > 0.05$, then H1 is not supported. So brand ambassador partially has no significant effect on purchase decision of Neo Coffee products. This means that brand ambassador is not one of the factors that encourage the people of Riau Province to purchase Neo Coffee products. Whoever the brand ambassador is, the consumer will buy Neo Coffee product. The results of this study contradict with the research conducted by Sagia & Situmorang (2018) related to the influence of brand ambassadors on purchasing decisions of Nature Republic Aloe Vera skincare users which had positive and significant results. Lestari et al., (2019) conducted research related to the effect of brand ambassadors on purchasing decisions on products Innisfree has positive and significant results. Kirana et al., (2020) conducted research related to the effect of brand ambassador on purchasing decisions at Meccanism Boutique in Yogyakarta which had positive and significant results.

Table 1 also shows the result of t test for Korean wave. It can be seen that the p-value from the test for Korean wave $0.000 < 0.05$. So the conclusion H2 is supported. This means that the Korean wave variable partially has a positive and significant effect on purchase decision of Neo Coffee products. The Korean wave is one of the dominant factors in encouraging the people of Riau Province to purchase Neo Coffee products. The result are in line with the research conducted by Sagia & Situmorang (2018) about the influence of the Korean wave on the purchase decision of Nature Republic Aloe Vera skincare users which had positive and significant results. Lestari et al. (2019) conducted research related to the effect of the Korean wave on purchasing decisions on products Innisfree has positive and significant results, and Kirana et al. (2020) conducted research related to the influence of the Korean Wave on purchasing decisions at Meccanism Boutique in Yogyakarta which had positive and significant results. It is proven that the phenomenon that occurs in society forces consumers to slowly understand the situation. This phenomenon can lead to new trends and lead to changes in consumer behavior patterns. This shows that the phenomenon that is trending in society can affect consumer Purchase Decisions. Korean Wave manages to touch emotions such as sympathy and empathy, this emotional touch has created a positive image for Korean products. This positive image will shape consumer buying interest and encourage Purchase Decision. The increasing Korean wave phenomenon has resulted in the emergence of interest and interest in buying Neo Coffee products.

Table 2. Result of F Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1360.930	2	680.465	75.841	.000 ^b
	Residual	870.310	97	8.972		
	Total	2231.240	99			

a. Dependent Variable: BuyingDecision_Y

b. Predictors: (Constant), KoreanWave_X2, BrandAmbassador_X1

F test used to determine simultaneously whether the coefficient of regression significant or not. Table 2 shows that the p-value for the F test is 0.000, so the H3 is supported. Thus, it means that the brand ambassador and Korean wave simultaneously have a significant effect on purchase decision of Neo Coffee products in Riau Province.

Table 3. Coefficient of Determination Regression Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781 ^a	.610	.602	2.995

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

b. Dependent Variable: Purchase Decision

Based on Table 3, it can be seen that the R square value or the coefficient of determination is 0.61. This means that the brand ambassador and Korean wave affect purchasing decisions by 61%. While the remaining 39% is influenced by other variables not examined in this study. Another factor that can affect purchasing decision is brand image, product quality (Roisah & Riana, 2016).

CONCLUSION

From the results of testing the variables between brand ambassadors and purchasing decision variables, it can be shown that brand ambassadors partially have a positive but not significant effect on purchasing decisions for Neo Coffee products. This means that the brand ambassador of Neo Coffee products has no influence, because whoever is the Brand ambassador, the people of Riau Province will still buy Neo Coffee. Indonesian consumers still care about the brand ambassador from Korea, so the marketing decision of Neo Coffee, which has put Lucas as the brand ambassador for Neo Coffee, because has an influence on purchasing decisions of Neo Coffee product. From the test results between the Korean wave variable on the purchasing decision variable, it can be seen that the Korean wave partially has a positive and significant effect on the purchase decision of Neo Coffee products. By giving a positive impression of Korea to these products, of course consumers will increasingly trust Neo Coffee and with marketing deficiencies, Neo Coffee hooking Lucas from Korea proves that one of the Korean waves in Indonesia can influence someone to make purchasing decisions. From the simultaneous test results between all independent variables and purchasing decision variables, it cannot be ignored that the Brand ambassador and Korean wave simultaneously have a positive and significant effect on the decision to purchase Neo Coffee products.

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