


The Influence Of Korean Wave, Advertising Attractiveness, And Brand Image On Purchase Decisions For Ultramilkxstraykids Products In South Kalimantan

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Article Info	ABSTRAK
Keywords: Korean Wave, Advertising Attractiveness, Brand Image, Purchase Decision	The aim of this research is to determine the influence of Korean Wave factors, advertising attractiveness, and brand image on purchasing decisions for Ultra Milk advertise the product to 100 people. Research data was collected using a Google Form questionnaire which was distributed via the social media applications Twitter and WhatsApp . The research results show that the independent variables simultaneously have a positive and significant effect on purchasing decisions with a calculated F value (59.441) > F table (2.70) and a value of $0 < 0.05$. Partially, the Korean Wave variable has a significant effect on the calculated t value (2.530) > t table (1.98498) with a Sig value. $0.013 < 0.05$. Then the advertising attractiveness variable has a significant influence on the calculated value (7.647) > t table (1.98498) with a value of Sig. $0.000 < 0.05$. And the brand image variable does not have a significant effect with the calculated value (0.378) < t table (1.98498) with a value of Sig. $0.706 > 0.05$. The variable that has a dominant influence on purchasing decisions is the advertising attractiveness variable with a β (Standardized Coefficients Beta) value of 0.647.
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INTRODUCTION

In this era of digitalization and globalization, various products and services and brands are flooding the Indonesian market. Many brands are competing to enter the Indonesian market, especially brands originating from abroad, so competition in the Indonesian market cannot be avoided. Various product and service brands entering the Indonesian market also carry cultural influences from the country the brand originates from. It was concluded by (Syakhrani & Kamil, 2022) that culture is all the results of human work, feelings and creations which include elements such as science, belief, art, morals, customary law and other elements acquired by humans within the scope of society. Based on a survey carried out by the President of the Korean Tourism Organization (KTO), KimJang-Sil, it was found that Indonesian people consumed up to 35% of South Korean cultural content (Tashandra, 2023).

The Korean Wave is a phenomenon of increasing universal popularity of South Korean popular culture in other countries (Ariffin, 2014). The results of the analysis show that Indonesia is ranked first in the list of countries with the highest number of tweets about K-pop for 2 (two) consecutive years and also ranked first on the list of countries with the largest number of K-pop fans (analyzed based on unique authors) in 2021 (Kim, 2022). Various companies face challenges in attracting the attention of consumers to buy their products. Seeing the spread of the Korean Wave , and the K-pop trend in Indonesia which continues to increase, many companies are increasing efforts to advertise their products in order to reach more consumer purchasing decisions.

UltraMilk brand launched its newest campaign with the hashtag amULTRAordinary and collaborated with the K-pop boy group StrayKids through its official Instagram account called UltraMilkMakeYourMove on 27 October 2023 along with three collaborative introductory videos. Ultra Milk also provides many benefits during the campaign , such as UltraMilk products, event tickets and other merchandise . There are two videos advertising the Ultra Milk from Stray Kids.

With high advertising appeal, companies can build a good brand image . This brand image functions as the identity of a product or service brand . Because a company's brand image leaves impressions and perceptions in a person's mind. One of Ultra Milk's efforts to build a good image is by following the development trend of Korean culture in Indonesia and advertising its products as attractively as possible by following the steps of other local companies and brands that collaborate with Stray Kids.

Based on this background, the researcher formulated the problem as follows: (1) Do Korean Wave , advertising attractiveness and brand image have a simultaneous influence on the decision to purchase Ultra Milk products in South Kalimantan? (2) Do Korean Wave advertising attractiveness and brand image have a partial influence on the decision to purchase Ultra Milk X Stray Kids products in South Kalimantan? (3) Which is more dominant between the Korean Wave variables , advertising attractiveness and brand image in purchasing decisions for Ultra Milk X Stray Kids products in South Kalimantan?

Based on the problem formulation above, the objectives of this research are: (1) To analyze the influence of the Korean Wave , advertising attractiveness, and brand image simultaneously on purchasing decisions for Ultra Milk X Stray Kids products in South Kalimantan. (2) To analyze the influence of the Korean Wave on advertising attractiveness and brand image partially influencing purchasing decisions for Ultra Milk X Stray Kids products in South Kalimantan. (3) To analyze which is more dominant between the Korean Wave variables, advertising attractiveness and brand image in purchasing decisions for Ultra Milk X Stray Kids products in South Kalimantan.

The benefits of this research are: (1) This research is expected to provide a deeper understanding of the influence of the Korean Wave , the attractiveness of advertising and brand image on UltraMilk purchasing decisions. (2) This research is expected to develop

economic knowledge, especially marketing assisted through advertising media, as well as to add references for further research.

METHOD

This research is quantitative in nature, which is a research design in the field of education that is objective in nature, includes collecting and analyzing quantitative data and using statistical testing methods. According to (Sugiyono, 2013, p. 80), population is defined as a generalization area consisting of several objects and subjects that have specific qualities and characteristics that have been determined by researchers for later study and conclusions. The population in this research is the people of South Kalimantan in the cities of Banjarbaru, Banjarmasin and Banjar Regency.

This research applies a purposive sampling method , where sample selection is carried out based on the criteria: (1) knowing and having purchased UltraMilkXStray Kids products; and (2) knowing and having watched UltraMilkXStrayKids advertisements on YouTube or social media. The data collection technique was carried out by distributing questionnaires in the form of Google forms online. This research uses multiple linear regression, multiple linear regression analysis aims to measure and understand the influence between the dependent variable and two or more independent variables on the dependent variable (Basuki, 2015, p. 91).

RESULTS AND DISCUSSION

Validity test

According to (Suwartono, 2014, p. 68), validity is the level of validity in the questions used to measure targets. The question item is said to be valid if the correlation coefficient r calculated $> r$ table. To find the r table value , first it is necessary to determine the degree of freedom (df) value using the formula $N - 2$ where N is the number of samples that will be used for the validity test, then in this case we get a large df value = 28 with a significance level of 0.05. So the r table value is 0.3610.

Table 2. Validity Test Results

Variable	Items Statement	r count	r table	Information
<i>KoreanWave (X1)</i>				
X1.1	1	0.840	0.3610	Valid
	2	0.853	0.3610	Valid
X1.2	3	0.908	0.3610	Valid
X1.3	4	0.887	0.3610	Valid
<i>Advertising Attractiveness (X2)</i>				
X2.1	1	0.730	0.3610	Valid
	2	0.825	0.3610	Valid
X2.2	3	0.753	0.3610	Valid
	4	0.857	0.3610	Valid
X2.3	5	0.900	0.3610	Valid
	6	0.787	0.3610	Valid
X2.4	7	0.694	0.3610	Valid
	8	0.786	0.3610	Valid
X2.5	9	0.900	0.3610	Valid
	10	0.886	0.3610	Valid
<i>BrandImage (X3)</i>				
X3.1	1	0.838	0.3610	Valid
	2	0.875	0.3610	Valid
X3.2	3	0.788	0.3610	Valid
	4	0.838	0.3610	Valid
X3.3	5	0.775	0.3610	Valid
<i>Purchase Decision (Y)</i>				
Y1	1	0.795	0.3610	Valid
Y2	2	0.850	0.3610	Valid
	3	0.663	0.3610	Valid
Y3	4	0.724	0.3610	Valid
	5	0.937	0.3610	Valid
Y4	6	0.937	0.3610	Valid
	7	0.817	0.3610	Valid

Source: processed SPSS output data (2024)

Reliability Test

According to (Suwartono, 2014, p. 68), reliability is the level of trustworthiness of an instrument used in research. The reliability test uses the basis of Cronbach's Alpha Reliability testing, if the Cronbach's Alpha value obtained is > critical r value 0.6 then the research instrument or research questionnaire is declared reliable.

Table 3. Reliability Test Results

Variable	Statements Items	Cronbach's Alpha	r critical	Information
<i>Korean Waves (X1)</i>	7 items question	0.910	0.600	Reliable
<i>Power Pull Ad(X2)</i>	4 question items	0.893	0.600	Reliable
<i>Brand Image (X3)</i>	10 question items	0.942	0.600	Reliable
<i>Decision Purchases (Y)</i>	5 question items	0.877	0.600	Reliable

Source: processed SPSS output data (2024)

Assumption Test Classic Normality Test

According to (Amruddin, et al., 2022, p. 154), the normality test is carried out with the aim of testing whether the data observed by each treatment has a normal distribution pattern or not. The normality test was carried out using the One-Sample Kolmogorov-Smirnov (KS) non-parametric statistical analysis test.

By looking at the significance value (Sig. (2-tailed)) from the validity test, it can be seen whether the data is normally distributed or not with the criteria if the Sig. (2-tailed) > 0.05 then the data is declared to be normally distributed, and vice versa.

Table 4. Kolmogorov Smirnov Test Results

		Unstandardized Residuals
N		100
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	3.15607440
Most Extreme Differences	Absolute	.085
	Positive	.045
	Negative	-.065
Statistical Tests		.085
Asymp. Sig. (2-tailed)		.071 ^c
a. Test distribution Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: processed SPSS output data (2024)

The results of the Kolmogorov-Smirnov Test normality test in table 4 show that the Asymp. Sig. (2-tailed) is 0.710 > 0.05. It can be concluded that the data is normally distributed.

Multicollinearity Test

According to (Ghozali, 2018), the multicollinearity test aims to test whether in the regression model a correlation is found between the independent variables. The multicollinearity test is carried out by looking at the Tolerance and VIF (Variance Inflation Factor) values with the criteria that if the VIF value is < 10 and the Tolerance value is > 0.1 then the data can be declared to have no multicollinearity.

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF	Information
<i>KoreanWave</i> (X1)	.579	1,728	No Multicollinearity
Advertising	.509	1,964	No Multicollinearity
Attractiveness (X2)			
<i>BrandImage</i> (X3)	.569	1,757	No Multicollinearity

Source: processed SPSS output data (2024)

Heteroscedasticity Test

According to (Ghozali, 2018), the heteroscedasticity test is carried out to find out whether in the regression model there is an inequality of variance and residuals between one observation and another. The heteroscedasticity test is carried out by looking at the scatterplot graph between the predicted value of the dependent variable (ZPRED) and its

residual value (SRESID). If there is no clear pattern in the scatterplot graph and the points are scattered from the zero point on the axis then it can be stated that there are no symptoms of heteroscedasticity in the regression model.

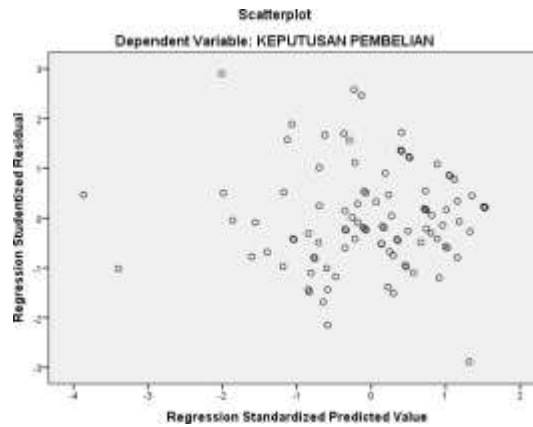


Figure 2. Scatterplot graph

Source: processed SPSS output data (2024)

It can be seen in the Scatterplot diagram in Figure 2 above, the plot points in the graph are distributed randomly and there is no clear pattern. Thus, it can be stated that there are no symptoms of heteroscedasticity in the data.

Multiple Linear Regression Analysis

According to (Basuki, 2015, p.91), multiple linear regression analysis aims to measure and understand the influence between the dependent variable and two or more independent variables, on the dependent variable. The following are the results of multiple linear regression analysis:

Table 6. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficient		Standardized Coefficient
	B	Std. Error	Beta
(Constant)	4,767	2,050	
KoreanWave (X1)	,312	,123	,201
Advertising Attractiveness (X2)	,446	,058	,647
BrandImage (X3)	,045	,118	,030

Source: processed SPSS output data (2024)

As for the multiple linear regression equation test, it can be seen in the column UnstandardizedCoefficientsB as follows:

$$Y = 4.767 + 0.312(X1) + 0.446(X2) + 0.045(X3) + e$$

Constant (α): The constant value obtained is 4,767, meaning that if there were no Korean Wave (X1), advertising attractiveness (X2), and brand image (X3) variables, then the purchasing decision (Y) would have a value of 4,767.

Regression coefficient b_1 : The regression coefficient

Regression coefficient b_2 : The regression coefficient

Regression coefficient b_3 : The regression coefficient

Hypothesis Test Simultaneous Test (F)

The simultaneous test or F test functions to determine and show the influence of the independent variables simultaneously or simultaneously on the dependent variable. H0 is rejected and H1 is accepted if the calculated F value is > F table or Sig value. < 0.05, and vice versa. The F table value obtained is 2.70. The following are the results of the simultaneous test:

Table 7. Simultaneous Test Results

<i>Model</i>	<i>Sum of Squares</i>	<i>Df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1 Regression	1307.757	3	435,919	59,441	,000 ^b
Residual	704.033	96	7,334		
Total	2011,790	99			

a. Dependent Variable: PURCHASE DECISION
b. Predictors: (Constant), BRANDIMAGE, KOREANWAVE, AD ATTRACTION

Source: processed SPSS output data (2024)

Based on the table of simultaneous test results above, it is known that the Fcount value obtained (59.441) is greater than the Ftable value (2.70) and the Sig value (0.000) is smaller than 0.05. So it can be concluded that the independent variables influence the dependent variable simultaneously or H0 is rejected and H1 is accepted. The extent to which consumers recognize and follow the development of the Korean Wave can influence whether consumers will purchase products, and vice versa. Likewise with the attractiveness of advertising, if PT UltraJaya advertises its products with advertisements that are attractive, unique, informative and persuasive, then the possibility of consumers purchasing the product will be higher. Even though brand image is included in the variables that influence purchasing decisions in accordance with hypothesis H1 which has been proven, its contribution is not significant compared to the other two variables.

Partial Test (t)

The partial test or t test functions to show the influence of an independent variable individually or partially on the dependent variable. H0 is rejected and H2 is accepted if the calculated t value > t table or Sig value. < 0.05, and vice versa. The t table value obtained is 1.98498. Following are the partial test results:

Table 8. Partial Test Results

Model	Unstandardized	Std. Error	Standardized	t	Sig.
	Coefficient		Coefficient		
	B		Beta		
(Constant)	4,767	2,050		2,326	,022
Korean Waves (X1)	,312	,123	,201	2,530	,013
Power Pull Ad(X2)	,446	,058	,647	7,647	,000
Brand Image (X3)	,045	,118	,030	,378	,706

Source: processed SPSS output data (2024)

Based on the table of partial test results above, it can be concluded that the Korean Wave variable (X1) has $t_{count} (2.530) > t_{table} (1.98498)$ with a value of $Sig. 0.013 < 0.05$ so that the Korean Wave variable has a partial effect on the purchasing decision variable. The results of this research are also supported by research conducted by (Yanthi, Hadi, & Astuti, 2020) which states that Korean Wave has a significant and positive influence on purchasing decisions

For the advertising attractiveness variable (X2) it has $t_{count} (7.647) > t_{table} (1.98498)$ with a Sig value. $0.000 < 0.05$ so that the advertising attractiveness variable partially influences the purchasing decision variable. The results of this research are also supported by research conducted by (Rachmaningtyas & Surianto, 2022) which states that advertising attractiveness has a significant and positive effect on purchasing decisions.

Then for the BrandImage variable (X3) it has $t_{count}(0.378) < t_{table}(1.98498)$ with a Sig value. $0.706 > 0.05$ so that the brand image variable does not have a significant influence on the partial purchasing decision variable or H2 is rejected and H0 is accepted. The results of this research are in line with research by (Yunita & Indriyatni, 2022), and (Harminingtyas, Susetyarsi, & Widowati, 2023) but contradict research conducted by (Fadila, Wahab, Isnurhadi, & Widiyanti, 2021) which states that there is a significant influence between variables brand image on purchasing decisions.

Dominance Test(β Test)

The dominant test aims to find out which independent variable has a dominant influence on the dependent variable (Ghozali, 2018). The independent variable that has a higher standardized coefficient beta value is the independent variable that has a dominant influence on the dependent variable.

Table 9. Dominance Test Results

<i>Model</i>	<i>Unstandardized Coefficient</i>		<i>Standardized Coefficient</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>
(Constant)	4,767	2,050	
<i>KoreanWave (X1)</i>	,312	,123	,201
Advertising	,446	,058	,647
<i>Attractiveness (X2)</i>			
<i>BrandImage (X3)</i>	,045	,118	,030

Source: processed SPSS output data (2024)

Based on the table of dominant test results above, it is known that the independent variable that has a dominant influence on the dependent variable is the advertising attractiveness variable (0.647) so that H0 is rejected and H3 is accepted. PT Ultra Jaya Milk Industry & Trading Company Tbk makes efforts to increase public product purchases by utilizing unique and attractive advertising. The company's decision to advertise its products by featuring Stray Kids in the advertisement received a lot of attention from the public.

CONCLUSION

Based on the discussion of the research results that have been presented, it can be concluded that: (1) Korean wave , advertising attractiveness and brand image simultaneously have a significant influence on purchasing decision variables. (2) The Korean wave and advertising attractiveness have a positive and significant influence on purchasing decisions. Meanwhile, brand image does not significantly influence purchasing decisions. (3) The advertising attractiveness variable has a dominant influence on purchasing decisions. Suggestions for future researchers are to add other variables that are still related to purchasing decision variables that have not been analyzed in this research, such as price variables, product quality, service quality, etc., as well as to distribute questionnaires not only through social media so that the research results obtained are more accurate.

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