

The Influence of Promotions, *Brand Ambassadors* and *Korean Wave* on Somethinc Product Buying Interest

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Abstract

The purpose of this study is to find out how brand Ambassadors, promotions, and Korean waves affect consumers' interest in buying certain products. Utilizing primary data sources collected directly from respondents by distributing online questionnaires, the methodology used is quantitative research. The wider community is the research population. 43 people answered the questionnaire after it was distributed. Quantitative research is the methodology used. Using the SPSS Statistics 25 tool, validity test, T-test, multiple linear regression analysis, and determination coefficient were used in the analysis of this study. The results of the analysis showed that with a t-count value of $4.012 > 1.682$ and a significance level of $0.00 < 0.05$, promotion had a positive and large effect on buying interest. Meanwhile, customer buying interest is not much influenced by brand ambassadors or Korean Wave. The combined effect of promotions, brand ambassadors, and Korean waves was positive and quite large, impacting customer buying interest by 0.529 or 52.9%. Other variables that were not included in the study had an impact on the rest by 47.1%.

Keywords: *Promotion; Brand Ambassador; Korean Wave; Buying Interest.*

INTRODUCTION

Nowadays, looking attractive is a basic human need. Maintaining a beautiful appearance involves using a variety of skincare products to maintain healthy skin in addition to appropriate clothing. As more and more people begin to understand how important it is to take care of their skin, the cosmetics sector is starting to grow every year. According to BPOM, the number of companies in the cosmetics industry increased by 20.6% or from 819 to 913 in the period from

808

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July 2022 to 2021, based on data sourced from Investor.id in 2022. SMEs are the main driver of the increase of 83%.

The rise of several domestic and foreign cosmetic brands is proof of the increasingly fierce business competition in the cosmetics sector. Somethinc is one of the regional brands working in the industry. Somethinc uses halal-certified premium products to develop skincare, cosmetology, and beauty products. After beating its rivals Scarlett and Garnier, Somethinc's products were selected as #1 in the best-selling product category in June 2022 on e-commerce sites Shopee and Tokopedia (Compas.co.id, 2022).

There needs to be a proper marketing approach in the face of fierce competition in the business world to arouse customer interest in making purchases. Four factors—cultural, social, personal, and psychological—have an impact on consumer behavior (Kotler & Armstrong, 2016). These elements can subtly affect a person's desire to buy a certain brand or item. The use of Han So Hee as a brand ambassador is one of Somethinc's promotional techniques to take advantage of the Korean Wave phenomenon that is currently on the rise in Indonesia. This allows the company to compete in a highly competitive market. Han So Hee was chosen by Somethinc to be the brand ambassador because, as an actor, she was well-liked by the audience for her willingness to take on challenging roles. Han So Hee is expected to grow into a person who encourages people to get the skin they crave.

According to previous research conducted by Maulida et al. (2022), the Korean wave variable has a significant influence with a significance level of 0.000, and brand ambassadors have a considerable influence on customer buying interest with a significance level of 0.002. Then according to research by Sukmati et al. (2022), discounts have a significant and beneficial influence on consumers' decisions to buy Somethinc skincare products, with a significance value of 0.047.

In contrast to the previous two studies, the partial results of the study conducted by (Cahyani & Zahara, 2021) show that the Buying Interest variable is not significantly affected by the Korean Wave. The objectives of this study are: 1. To find out whether promotions have an impact on consumers' desire to buy Somethinc products; 2. To find out whether the brand ambassador has an influence on consumers' desire to buy Somethinc products; 3. To find out whether Korean wave has an impact on consumers' desire to buy Somethinc products; 4. To find out the influence of promotions, brand ambassadors, and Korean waves on consumers' desire to buy Somethinc products. The researcher is interested in conducting a study titled "The Influence of Promotion, Brand Ambassadors, and Korean Wave on Interest in Buying Certain Products" because of the phenomenon mentioned above and the gap with other research results.



RESEARCH METHODS

Method

This research is a quantitative research that uses primary data sources obtained directly from respondents through the distribution of online questionnaires.

Population, Sample and Population Sampling

Population is a group of analyses that includes data of interest (Nurcahyo, 2016). The wider community is the research population. There were 43 respondents in the population at the time of the questionnaire distribution.

The process of selecting a population in a large enough number to be used as a sample and draw conclusions about the population is known as sampling (Nurcahyo, 2016). This study determined that respondents were between the ages of 17 and 27 and knew and used Somethinc products met the sample criteria. This study used saturated samples for its investigation.

According to Arikunto in (Sifa, 2017), researchers can take 10-15% or 20-25% of the entire population as a sample if the number of respondents is less than 100, or the entire population if the number of respondents is more than 100.

The number of samples used in this study was 43 because the population was less than 100 respondents.

Data Collection Techniques

The data used in this study is primary data. The researcher collected data by distributing questionnaires online through social media to respondents. The questionnaire in this study used the Likert scale. The following is a table of the Likert scale:

Table 1. Likert Scale

Description	Score
Strongly Agree (SS)	5
Agree (S)	4
Neutral (N)	3
Disagree (TS)	2
Strongly Disagree (STS)	1

Source: Research Review



Data Analysis Methods

In analyzing the data, the researcher used multiple regression analysis and correlation analysis. The analysis in this study uses SPSS Statitics 25. After that, a regression test was carried out using the determination coefficient, then a hypothesis test was carried out using the T test.

RESULTS AND DISCUSSION

Validity Test

After processing the data, the results related to the validity test were obtained as follows:

Table 2. Validity Test

Question Number	R count	R Table	Information
1	1,00	0,301	Valid
2	0,553	0,301	Valid
3	0,724	0,301	Valid
4	0,435	0,301	Valid
5	1,00	0,301	Valid
6	0,376	0,301	Valid
7	0,305	0,301	Valid
8	0,380	0,301	Valid
9	1,00	0,301	Valid
10	0,519	0,301	Valid
11	0,550	0,301	Valid
12	1,00	0,301	Valid
13	0,626	0,301	Valid
14	0,557	0,301	Valid
15	0,612	0,301	Valid

Source: Research Review

Based on the table above, it can be seen that the rcalculated value > rtable is 0.301 which means that the statement item is declared valid.

T Test (Partial)

The T (Partial) test is used by researchers in conducting tests to find out how much

811



influence each independent variable has on the bound variable. The researcher made a decision using a tcal value and a critical value with an error significance of 0.05.

- If the tcount > table, then H0 is rejected
- If the value of the tcal < table, then H0 is accepted

Table 3. T Test Results

<i>Coefficient</i>						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.566	2.025		1.267	.213
	Promotion	.674	.168	.654	4.012	.000
	BA	-.087	.165	-.090	-.530	.599
	KW	.264	.175	.213	1.510	.139
a. Dependent Variable : MB						

Source: Research Review

Coefficient of Determination (R2)

After processing the data, the results related to the determination coefficient test were obtained as follows:

Table 4. Coefficient of Determination (R2)

Model Summary										
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Exchange	F Change	Df 1	Df 2	Sig. F Exchange	
1	.727	.529	.493	2.159	.529	14.596	3	9	.000	2.093
a. Predictors: (Constant), KW, Promotion, BA										
b. Dependent Variable : MB										

Source: Research Review



The coefficient of determination (R^2) of the results of this study is 0.529 or 52.9%. It shows that the variables of Promotion, Brand Ambassador and Korean Wave simultaneously have a positive and significant effect of 0.529 or 52.9% on consumer buying interest. The remaining 47.1% was influenced by other variables that were not studied.

CONCLUSION

The findings support a number of conclusions, including the idea that the better the Somethinc ads, the more interested consumers are in buying the product. Advertising variables have a positive and big effect on the buying interest of Somethinc products. The brand ambassador variable did not have a significant and positive effect on consumers' desire to buy Somethinc products, this shows that brand ambassadors had no effect on consumers' purchase intentions. The Korean Wave variable does not have a significant and positive effect on consumer buying interest in Somethinc products, this shows that Korean wave has no effect on consumer buying interest. Promotional factors, brand ambassadors, and Korean waves all have a positive and significant influence on customer buying interest by 52.9%.

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