THE INFLUENCE OF PROMOTION, KOREAN WAVE AND BRAND AMBASSADOR ON THE BUYING INTEREST OF SCARLETT WHITENING PRODUCTS

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Abstract

The following research aims to find out how Promotion, Korean Wave, and Brand Ambassador influence buyers' Buying Interest in Scarlett Whitening Products. The study used quantitative types and primary data. The research sample of 70 respondents was taken from a population of 238 students of the Management Study Program class of 2020 Bandar Lampung University using the slovin formula. The test was performed using Multiple Linear Regression Analysis. Test the quality of the data obtained using Validity Test and Reliability Test. Then Test classical assumptions using normality, multicollinearity, and heteroscedasticity tests. The simultaneous significance test (f), the significance test of individual parameters (t), and the coefficient of determination test (R^2) are used to test the hypothesis. The test used SPSS Statistics 29. The results of the analysis found that Promotions and Brand Ambassadors have a positive and significant influence on customer Buying Interest in Scarlett Whitening. And the Korean Wave has a negative and significant influence on customers' Buying Interest in Scarlett Whitening.

Keywords: Promotion, Korean Wave, Brand Ambassador, Buying Interest

1. Introduction

Economic growth in Indonesia has increased in recent years, one of which is in the sector of selling beauty products that are widely used by various groups, especially women. One example is the Scarlett Whitening product which has become one of the best-selling beauty products in the online market (Compas.co.id, 2022). Scarlett Whitening is a brand of beauty products owned by Indonesian actress Felicya Angelista, produced by PT Opto Lumbung Sejahtera (Scarlett Indonesia) since 2017 and located at Jl. Kapuk Cengkareng 96, West Jakarta, Indonesia. Scarlett Whitening has also been verified by BPOM and does not use animals in testing its products.

In a sale, it is important to have a good promotion. Even though a product is in fact good, has a low price and is easy to find, if the promotion is not maximized, it can make the sales level low, so promotion should have a very big influence for a company to get a good and maximum sales level (Lestira et al., 2021). Scarlett Whitening has prioritized promotion in selling its products by massively using social media as a means of promotion, in practice Instagram and Tiktok social media are most often used by using influencers as endorsement models.

In this modern and fast-developing era, we cannot deny that a culture can quickly spread widely even to countries that are far apart by sea. In marketing, culture is also an important factor in making purchases. Adopting a culture to do marketing is a natural thing to do, one of which is the culture originating from South Korea, namely the Korean Wave, a Korean cultural phenomenon that spreads widely through mass media (Siskhawati & Maulana, 2021). Many brands, especially in Indonesia, associate their

products with the Korean Wave culture, one of which is making celebrities from Korea as Brand Ambassadors for their products. In fact, promotions using Korean celebrities as Brand Ambassadors are often used by many companies, including beauty or skincare products.

Scarlett Whitening succeeded in the second quarter of 2022 to become the third best-selling skincare product in the electronic marketplace whose total sales reached 40.9 billion rupiah (Compas.co.id, 2022), at which time Scarlett Whitening took Song Jong Ki and Twice as their Brand Ambassadors. Not enough to get there, Scarlett Whitening again made Korean celebrities, namely Boygroup EXO as Brand Ambassadors. It is undeniable that many people in Indonesia are part of the celebrity fans above, so the Korean Wave phenomenon can certainly be one of the reasons for the buying interest of the public in a skincare brand.

Research Objectives;

a. To see if there is an effect of Promotion on Scarlett Whitening product Buying Interest.
b. To see if there is any influence of the Korean Wave on the Buying Interest of Scarlett Whitening products.
c. To see if there is an influence of Brand Ambassadors on Scarlett Whitening's Product Buying Interest.
d. To see if there is an influence of Promotion, Korean Wave, and Brand Ambassador simultaneously on the Buying Interest of Scarlett Whitening products.

2. Theoretical Background

Promotion is defined as the means by which a company communicates with its customers to present its goods and services to let them know that the product exists (Septiani, 2018). Promotions also play a role in influencing and impressing potential buyers. Therefore, promotion is an important stage in the sales process. There are 5 indicators in the Promotion, namely: 1) Advertising; 2) Personal Selling; 3) Sales Promotion; 4) Public Relations; 5) Direct Selling (Kotler & Amstrong, 2016).

The Korean Wave refers to the surge in international visibility of Korean culture consisting of two forms of media, television series and pop music (K-pop), which began in East Asia in the 1990s and continues today in the United States, Latin America, the Middle East, and parts of Europe (Ravina, 2019). Some of the indicators are as follows: 1) Comprehension; 2) Attitudes and Behaviors; and 3) Perception (Siswandi &; Djawoto, 2019).

Brand Ambassador is a person who serves as a brand ambassador has the ability to represent a business, promote a product, convey information about the product, and influence sales (Wulandari, 2019). It can also be explained as the identity of a product, customers are more interested in buying goods if a brand ambassador has a better reputation. (Sagia &; Situmorang, 2018). So, it is important for a company to carefully examine who is the Brand Ambassador of a product. There are four characteristics consisting of 1) Visibility; 2) Credibility; 3) Attractiveness; (4) Power (Sagia &; Situmorang, 2018).

According to Sandi Fatahillah (2019) The desire to buy something after feeling attraction and the desire to wear it is known as the desire to buy. It is also a state of mind in which the consumer thinks before buying a certain number of branded products. So it can be concluded if buying interest is an activity that is influenced by environmental factors. The following are indicators of buying interest: 1) Transactional Interest; 2)

Referential Interests; 3) preferential interests; 4) Exploratory Interest (Maulida et al., 2022).
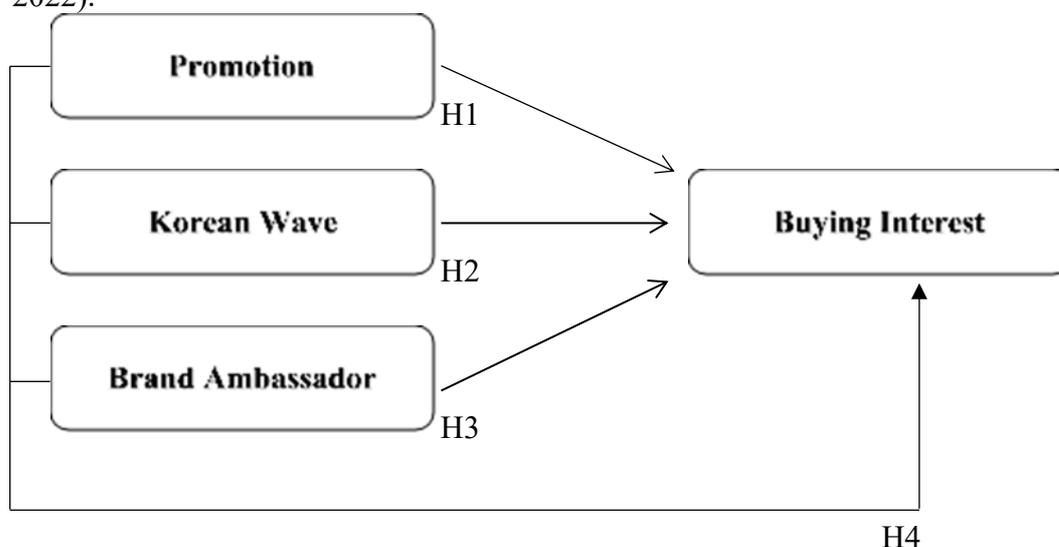

Figure 1. Research frame of mind

H1: It is suspected that promotion has a positive and significant effect on buying interest.

H2: It is suspected that the Korean Wave has a positive and significant effect on buying interest.

H3: It is suspected that Brand Ambassadors have a positive and significant influence on Buying Interest.

H4: It is suspected that Promotion, Korean Wave, and Brand Ambassador have a simultaneous influence on Buying Interest.

3. Methods

This type of quantitative research is used in this study. This method is considered scientific because it includes scientific principles such as concrete, objective, measurable, rational, and systematic. Data were collected primary or directly through questionnaires.

Population is defined as an area of a subject or object that has special qualities and attributes that researchers emphasize to study and draw conclusions. (Sugiyono, 2018). The population is taken from active students of the class of 2020 Management Study Program, Faculty of Economics and Business, Bandar Lampung University. Where there were 238 students, this data was obtained from the Academic Administration Bureau of Bandar Lampung University.

The sampling technique utilizes the probability sampling method, where each subject in the population has an equal possibility of being selected or not to be a research sample. In this method, the sample selection stage uses simple random sampling without considering the population level (Firmansyah &; Dede, 2022). To determine sampling, researchers used Slovin's formula.

$$n = \frac{N}{1+N(e)^2} \qquad n = \frac{238}{1+238(0,1)^2} = 70,4$$

With a population of 238 people, a sample of 70.4 was obtained and rounded up to 70 people. Multiple Linear Regression Analysis is used in conducting tests. Validity and reliability tests are carried out on the data obtained. Tests of normality, multicollinearity and heteroscedasticity are used in the analysis of classical assumptions. The hypothesis

is tested using a series of tests, including the f test, t test and also the determination coefficiency test.

4. Results and Discussion
4.1 Validity Test
Table 1. Validity Test

Variables	Items Statement	R Count	R Table	Information
Promotion (X1)	X1.1	0,497	0,235	Valid
	X1.2	0,688	0,235	Valid
	X1.3	0,694	0,235	Valid
	X1.4	0,630	0,235	Valid
	X1.5	0,525	0,235	Valid
Korean Wave (X2)	X2.1	0,554	0,235	Valid
	X2.2	0,709	0,235	Valid
	X2.3	0,733	0,235	Valid
	X2.4	0,527	0,235	Valid
	X2.5	0,631	0,235	Valid
Brand Ambassador (X3)	X3.1	0,240	0,235	Valid
	X3.2	0,577	0,235	Valid
	X3.3	0,601	0,235	Valid
	X3.4	0,572	0,235	Valid
	X3.5	0,381	0,235	Valid
Buying Interest (Y)	Y.1	0,695	0,235	Valid
	Y.2	0,452	0,235	Valid
	Y.3	0,583	0,235	Valid
	Y.4	0,487	0,235	Valid
	Y.5	0,719	0,235	Valid

Source: SPSS data analysis 29, 2023.

It is known that the result r counts each question item is worth more than r table 0.235. The data is declared valid and can be used for research purposes.

4.2 Reliability Test
Table 2. Reliability Test

Variables	Cronbach's Alpha	Standard	Information
Promotion	0,815	0,60	Reliable
Korean Wave	0,828	0,60	Reliable
Brand Ambassador	0,708	0,60	Reliable
Buying Interest	0,798	0,60	Reliable

Source: SPSS data analysis 29, 2023.

Based on the Split-half Reliability Test, it is known that all research variables have Cronbach's Alpha results worth more than the standard 0.60. As a result, it was found that this research data was reliable and then could be used as a research objective.

4.3 Normality Test

The goal is to find out the probability of data being distributed normally or not (Ghozali, 2018). The test criteria are as follows:

- Data is assumed to be normal when the signification result > 0.05.
- Data is assumed to be abnormal when the signification result < 0.05.

Table 3. Normality Test

One-Sample Kolmogrov-Smirnov Test	Unstandadize d Residual
Asymp. Sig. (2-tailed)	0,200d

Source: SPSS data analysis 29, 2023.

It is known that the value of 0.200 is more than the value of 0.05. That way it means that the following research data is normally distributed.

4.4 Multicollinearity Test

This test is used to determine the likelihood that the data used to determine the regression model data shows correlation between independent variables. The test criteria are with the following conditions:
1) Data do not show multicollinearity when VIF is less than 10 and tolerance is more than 0.1.
2) Data shows multicollinearity when VIF is more than 10 and tolerance is less than 0.1.

Table 4. Multicollinearity Test

Model	Collinearity Statistics	
1 (Constant)	Tolerance	VIF
Promotion	0,619	1,617
Korean Wave	0,766	1,305
Brand Ambassador	0,507	1,973

Source: SPSS data analysis 29, 2023.

The tolerance result of all independent variables is more than 0.1 then the VIF result is less than 10. It can be interpreted that this data is not found Multicollinearity.

4.5 Heteroscedasticity Test

To determine the possibility of inequality of variation from residuals between observations (Ghozali, 2018). The use of the Glesjer test to determine the presence of correlation with the following conditions:
- Absence of heteroscedasticity if the sig result > 0.05.
- The existence of heteroscedasticity if the sig result < 0.05.

Table 5. Heteroscedasticity test

Model	Sig.
Promotion	0,845
Korean Wave	0,294
Brand Ambassador	0,591

Source: SPSS data analysis 29, 2023.

As shown, the data showed that all three independent variables in the regression model had significance results greater than 0.05. This means that the problem of heteroscedasticity in the following regression model was not found.

4.6 Multiple Linear regression Analysis

The use of the following analysis is to see how the three independent variables interact with the dependent variable. The form of the equation is:

$$Y = α + β1X1 + β2X2 + β3X3 + e$$
$$Y = -1,379 + 0,696X1 + (-0,138)X2 + 0,459X3 + e$$

a. Constant α = -1.379
   The results show a constant level of -1.379, where if the value of Promotion, Korean Wave, and Brand Ambassador is 0, then the Buying Interest of Management Study Program Students towards Scarlett Whitening will remain -1.379.
b. β1 coefficient = 0.696
   This value states that the Promotion variable has a positive impact on Buying Interest, it also means that if the Promotion variable is increased, it will increase Scarlett Whitening's Buying Interest by 0.696.
c. β2 coefficient = -0.138
   The value states that the Korean Wave variable does not have a positive effect on Buying Interest, it also means that when the Korean Wave variable is increased, it will decrease Scarlett Whitening's Buying Interest by -0.138.
d. β3 coefficient = 0.459
   This value shows that the Brand Ambassador variable has a positive impact on Buying Interest, while it also means that when the Promotion variable is increased, it will increase Scarlett Whitening's Buying Interest at 0.459.

4.7 Partial Significant Test (T)
     To evaluate the correlation of each independent variable to the dependent variable with the possibility of having a correlation of meaning or not.
Table 6. Test T

Coefficients^a

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-1.379	1.609		-.857	.395
	promosi	.696	.092	.622	7.578	<.001
	korean wave	-.138	.059	-.172	-2.336	.023
	brand ambassador	.459	.112	.372	4.103	<.001

a. Dependent Variable: minat beli

Source: SPSS data analysis 29, 2023.
a. The value of Sig. the effect of Promotion on Buying Interest is 0.001 < 0.05 then tcalculate (7.578) > ttable (1.998), and means that Promotion affects Buying Interest positively and significantly. So that H1 is accepted.
b. The value of Sig. the influence of the Korean Wave on Buying Interest is 0.023 < 0.05 then tcalculate (-2.336) < ttable (1.998), and means that the Korean Wave affects Buying Interest negatively and significantly on buying interest. So that H2 is rejected.
c. The value of Sig. the influence of Brand Ambassadors on Interest is 0.001 < 0.05 then tcalculate (4.103) > ttable (1.998), and means that Brand Ambassadors affect Buying Interest positively and significantly. So that H3 is accepted.

4.8 Simultaneous Significant Test (F)
     The independent variable that has an impact on the meaning of the dependent variable, is tested simultaneously through this f value test. In other words, it shows whether the total influence of the independent variable as well as the dependent variable has a significant relationship. In order to find out the relationship at the same time, the following conditions are needed:

- It is said to have a significant effect if the results of sig. < 0.05.
- It is said to have no significant effect if the results of sig. > 0.05.

Table 7. Test F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	709.072	3	236.357	58.040	<.001^b
	Residual	268.771	66	4.072		
	Total	977.843	69			

a. Dependent Variable: minat beli

b. Predictors: (Constant), brand ambassador, korean wave, promosi

Source: SPSS data analysis 29, 2023.

Looking at the significance results for the influence of Promotion, Korean Wave, and Brand Ambassador to Buying Interest, which is worth $0.001 < 0.05$ and Fcalculate $58.040 >$ Ftable 2.74, and it is found that H4 is accepted, namely there is an influence of Promotion, Korean Wave, and Brand Ambassador simultaneously on Buying Interest.

4.9 Determination Coefficient Test (R Square)

The test is used to determine the ability of an independent variable to explain a variation of the dependent variable.

Table 8. Determination Coefficient Test (R Square)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852^a	.725	.713	2.018

a. Predictors: (Constant), brand ambassador, korean wave, promosi

Source: SPSS data analysis 29, 2023.

Adjusted R Square results of 0.713 were obtained, so it was stated that the influence of the Promotion, Korean Wave, and Brand Ambassador variables simultaneously on the Buying Interest variable was 71.3%.

5 Conclusion

Studies conducted by researchers on the influence of Promotion, Korean Wave, and Brand Ambassador on customer Buying Interest in Scarlett Whitening products have obtained the following conclusions:

1) Buying Interest is influenced by Promotions positively and significantly, meaning that if the Scarlett Whitening promotion increases, consumer buying interest in the product will increase.

2) Buying Interest is significantly influenced by the Korean Wave but does not affect it positively, meaning that consumer buying interest in Scarlett Whitening products is not influenced by the Korean Wave.

3) Buying Interest is influenced by Brand Ambassadors positively and significantly, meaning that if Brand Ambassador Scarlett Whitening increases, consumer buying interest in products will increase.

4) The Promotion Variable, Korean Wave, together with the Brand Ambassador simultaneously influences Buying Interest.

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