

The Influence Of The Korean Wave On Purchase Decisions: The Moderating Effect Of Fanaticism In Celebrity Endorsements

Muhammad Ryfaldy Keandra, Seruni Abigail Nadira Sumolang,
Andre Sieswanto, Willy Gunadi

Faculty Of Management, Bina Nusantara University, Jakarta, Indonesia

Abstract

The Korean Wave or Hallyu phenomenon is increasingly influencing consumer purchasing decisions, especially through the use of brand ambassadors in marketing strategies. This study aims to analyze the influence of the Korean Wave on purchasing decisions with fanaticism as a moderating variable. The research method used is Partial Least Squares - Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0, involving respondents in Jakarta. The results of the study indicate that the Korean Wave has a positive impact on brand ambassadors, which then significantly influence consumer purchasing decisions. In addition, fanaticism was found to be a moderating variable that strengthens the relationship between brand ambassadors and purchasing decisions. The implications of this study highlight the importance of market segmentation, which is highly enthusiastic for Korean culture, in increasing the effectiveness of marketing strategies. This study contributes to the literature on pop culture-based marketing and provides recommendations for companies to design more optimal marketing campaigns.

Keywords: *Korean Wave, Brand Ambassador, Fanaticism, Purchase Decision*

Date of Submission: 01-04-2026

Date of Acceptance: 10-04-2026

I. Introduction

In recent years, the Korean Wave or Hallyu—a global surge in popularity of South Korea’s cultural exports, including music (K-pop), dramas, and digital content has transcended borders to reshape consumer landscapes worldwide. Indonesia, in particular, has emerged as a pivotal hub for this phenomenon. According to the Korea Tourism Organization (KTO), Indonesian consumption of Korean cultural content stands at 35%, surpassing the global average of 25%. This fervor is further underscored by a survey released by the Korean Ministry of Culture, Sports, and Tourism (MCST) in 2024, showing that Indonesia has the highest level of interest in Korea, reaching 86.3%. These statistics position Indonesia not merely as a passive audience but as a dynamic market where Hallyu drives engagement, innovation, and consumer-product relationships, particularly among Millennials and Generation Z (Indriningtiyas, 2022)

Capitalizing on this cultural affinity, Indonesian brands increasingly collaborate with Korean celebrities as ambassadors to amplify consumer engagement. These partnerships leverage the emotional intensity of K-pop fandoms, where fans’ idolization extends beyond music to support for their endorsed products. According to Snapcart, K-pop fandom contributes 61.3% to purchasing decisions among Indonesian enthusiasts, illustrating the economic power of fanaticism—a term defined here as extreme emotional attachment driving fans to purchase products aligned with their idols. For instance, collaborations between Indonesian brands and K-pop stars have yielded measurable spikes in sales and brand visibility, underscoring the strategic value of these alliances (Wardani & Dermawan, 2023; MCST, 2024, Toding et al., 2024).

However, while existing studies confirm the general effectiveness of celebrity endorsements (Sanaji & Shafa, 2023; Rosari & Simamora, 2024), critical gaps persist. Prior research predominantly examines the direct impact of brand ambassadors on purchasing decisions, overlooking the nuanced role of fanaticism as a moderating variable. Fanaticism’s potential to intensify or dilute consumer responses remains underexplored, particularly in Indonesia’s unique sociocultural context, where demographic diversity and digital savviness intersect with Hallyu’s dominance. This study addresses this gap by investigating three key dimensions: (1) the relationship between the Korean Wave’s cultural appeal and the strategic use of Korean brand ambassadors in Indonesia; (2) the effectiveness of these ambassadors in driving purchasing decisions; and (3) the moderating role of fanaticism in amplifying or attenuating this influence.

By integrating cultural theory, marketing psychology, and consumer behavior analysis, this research provides actionable insights for brands seeking to leverage Hallyu’s momentum. Its findings inform targeted strategies that align with the emotional and behavioral dynamics of Indonesia’s fan-driven market, effectively

bridging cultural passion with commercial success.

Theoretical Framework Korean Wave

The term *Korean Wave* or “Hallyu” have the same meaning and can be used interchangeably (Truong, 2018). This term first appeared in Taiwan when it was used by The China Times to refer to companies or products from Korea. The Korean Wave, also known as Hallyu, is a phenomenon of spreading Korean culture through various aspects such as music, film, culinary, lifestyle, language, sports and tourism. Its presence in Fukuoka, Japan, in 1993 marked a new era in the expansion of the Korean entertainment industry in Asia (Rahmadani & Anggarini, 2021).

The development of the Korean Wave can be categorized into four stages, namely Hallyu 1.0 to Hallyu 4.0. This phenomenon began in the late 1990s with Hallyu 1.0, which was marked by the export of Korean dramas (K-Drama). Then, Hallyu 2.0 emerged with the dominance of Korean music (K-pop), followed by Hallyu 3.0 which encompassed Korean culture more broadly, including beauty, fashion and food trends. Currently, Hallyu 4.0 is developing with the integration of digital technology and social media which is increasingly accelerating the spread of Korean culture to various parts of the world (Nguyen, 2020).

The Korean Wave phenomenon not only impacts the entertainment aspect but also has a significant influence on consumer behavior. The presence of Korean culture in various forms of media can evoke emotions such as empathy and sympathy, which ultimately creates a positive image of products associated with that culture. Several studies support the influence of the Korean Wave on consumer purchasing decisions. For example, research conducted by Sagia & Situmorang (2018) shows that the Korean Wave has a positive and significant influence on purchasing decisions based on the regression analysis carried out. The research results of Oscar & Keni (2019) also strengthen these findings, stating that exposure to Korean culture can increase consumers' tendency to buy products promoted within the Hallyu scope.

Brand Ambassador

Brand Ambassador is a marketing strategy that uses public figures, such as celebrities, models, or influencers, to represent a brand and increase customer loyalty. The use of celebrities as Brand Ambassadors aims to create a positive image of the product, increase consumer trust, and encourage purchasing decisions. Brand Ambassadors who have high credibility and a deep understanding of the products they promote can increase consumer trust in the product.

According to Royan (2005), the effectiveness of Brand Ambassadors can be broken down into the VisCAP model which includes four main characteristics, namely: (1) Visibility or popularity of Brand Ambassadors in the community, (2) Credibility or level of consumer trust in Brand Ambassadors, (3) Attraction or the appeal that the Brand Ambassador audience has to the target, and (4) Power or the Brand Ambassador's ability to influence consumer purchasing decisions. Previous research has shown that celebrities who have a good reputation and high appeal can increase consumer trust and encourage them to buy the promoted product.

H1: *Korean Wave* has a significant positive effect on *Brand Ambassador*

Fanaticism

Fanaticism is a belief or strong emotional attachment to an object, be it a group, figure or certain culture (Ardani & Wati, 2024). According to the emotional attachment theory (Emotional Attachment Theory) put forward by Thomson et al. (2005), fanaticism can be explained as a form of deep attachment that influences consumer behavior, including purchasing decisions. In the context of the Korean Wave, fanaticism towards Korean celebrities can encourage fans to make purchases as a form of support for their idols. According to Nurjanah & Ikhsan (2022), fanaticism can be defined as an attitude that reflects extraordinary enthusiasm, emotional attachment, and excessive interest in an object over a long period of time.

In a marketing context, fanaticism towards a particular culture—in this case, *Korean Wave*—can encourage fans to make purchases as a form of support for their idols or brands they love. Fanatical consumers tend to have a high level of loyalty to products or brands related to their idols, so they are more motivated to make repeat purchases. The devotion and high enthusiasm of fanatical fans is often considered a factor that can attract new customers or expand the consumer base (Khomsiyah & Sanaji, 2021).

Several studies support the influence of fanaticism on purchasing decisions. For example, studies conducted by Khoiriah & Rahmawan (2022), Nurjanah & Ikhsan (2022), and Taufan & Azhari (2023) show that fanaticism has a positive impact on consumer purchasing decisions.

H2: *Brand Ambassador* has a significant positive effect on *Purchase Decision*

Purchase Decision

Purchasing decision is a consumer behavior in choosing products or services to be consumed. This process involves several stages, such as identifying needs, searching for information, evaluating alternatives,

purchasing decisions, and post-purchase evaluations. According to Kotler & Keller (2012), this decision-making process is influenced by various factors, including consumer perceptions, previous experiences, and external influences such as advertising and celebrity recommendations. Several studies have shown that the Korean Wave has a significant influence on purchasing decisions. Putri et al. (2024) found that the greater a person's interest in Korean culture, the greater their tendency to buy products related to that culture. In addition, a study by Hajar et al. (2022) confirmed that Brand Ambassadors have a positive impact on purchasing decisions, especially if the celebrities used have a good reputation and strong appeal.

H3: Fanaticism moderates the relationship between *Brand Ambassador* and *Purchase Decision*.

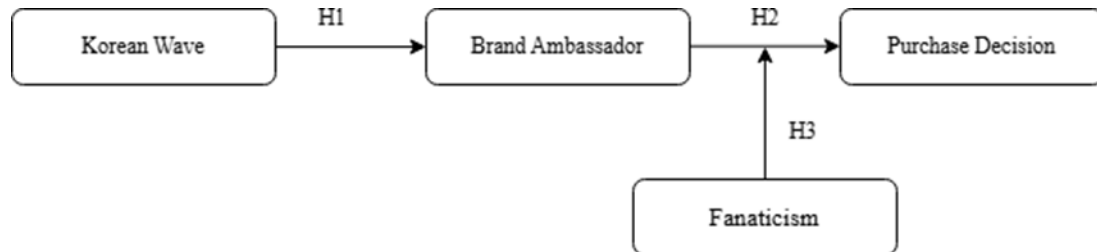


Figure 1. Research Model

II. Methodology

Measurement items used in this study were derived from prior research to ensure content validity of the research. The measurements for Korean Wave are adapted from Ardani & Wati (2024), Pandika et al. (2021), Rahayu & Sutedjo, (2022), Sulihandini et al. (2022), with a total of 6 items. Brand Ambassador is measured by 4 dimensions (Visibility, Credibility, Attraction, and Power) and 20 items adapted from Aisyah (2023), Pandika et al. (2021), Rahayu & Sutedjo (2022), Sulihandini et al. (2022). Fanaticism is assessed with 8 items adapted from Ardani & Wati (2024), and Purchase Decision is determined using 5 items adapted from Ardani & Wati (2024) and Dewi et al. (2020). The items were modified to make them relevant to the Korean Brand Ambassador context. The measurement indicators utilized in this study were included in the Appendix section.

This study uses a quantitative research approach using a survey method to examine the influence of the Korean Wave and Brand Ambassadors on purchasing decisions, with fanaticism as a moderating variable. The data is collected using an online survey method through Google Form, where the questionnaire is distributed via social media and K-pop fan forums to reach relevant respondents and the data is collected over a period of less than a month. The first section consists of screening questions to ensure that the characteristics of respondents match the requirements of the study. The second section contains items regarding research indicator items. Measurement was conducted using a five-point Likert scale ranging from 1 to 5, representing strongly disagree, disagree, neutral, agree, and strongly agree (Joshi et al., 2015; Sekaran & Bougie, 2016).

This study employs a non-probability sampling technique using convenience sampling, where respondents are selected based on accessibility and willingness to participate. The recommended sample size is approximately 200 samples, and a total of 212 respondents are gathered. The collected data were analyzed using SEM-PLS via SmartPLS 4.0. This method is suitable for exploratory research and is capable of handling complex models with relatively small samples (Hair et al., 2011; Hair et al. 2014; Kandi, 2022).

III. Result And Discussion

Data Analysis & Discussion

The number of respondents who met the criteria and answered the questionnaire accordingly are 210 respondents (response rate = 99.06%). As explained in Table 1, Respondents in the questionnaire were dominated by women (57.9%), were in the age group of 25-34 years (55.7%). In addition, the most common education level was high school/vocational school (39.6%). Most respondents had made product purchases in the last 3 months 5-10 times (62.7%), with the most frequently purchased products being food & beverages (50%) and beauty & skincare products (48.6%).

Tabel 1. Characteristics of Respondents

| Characteristics | Description | Frequency | Percentage |
|-----------------|--------------------------|-----------|------------|
| Gender | Male | 68 | 32.1% |
| | Female | 144 | 57.9% |
| Age | < 18 years old | 4 | 1.9% |
| | 18-24 years old | 71 | 33.5% |
| | 25-34 years old | 118 | 55.7% |
| | 35-44 years old | 19 | 9% |
| Education Level | Junior High School (SMP) | 5 | 2.4% |

| | | | |
|--|-------------------------------|-----|-------|
| | Senior High School (SMA) /SMK | 84 | 39.6% |
| | Diploma 1-4 | 68 | 32.1% |
| | S1 | 50 | 23.6% |
| | S2 | 5 | 2.4% |
| Total product purchases in the last 3 months | < 5x | 48 | 22.6% |
| | 5 - 10x | 133 | 62.7% |
| | > 10x | 31 | 14.6% |
| Most frequently purchased product types in the last 3 months | Beauty & Skin Care Products | 103 | 48.6% |
| | Fashion & Accessories | 92 | 43.4% |
| | Food & Beverages | 106 | 50% |
| | Electronics & Technology | 73 | 29.7% |
| | Health & Lifestyle Products | 49 | 23.1% |
| | Others | 6 | 2.8% |

Table 2. Construct Reliability and Validity

| Variables | Measurement Item | Outer Loading > 0.7 | Cronbach's Alpha > 0.7 | Composite Reliability > 0.7 | Average Variance Extracted (AVE) > 0.5 |
|-----------------------|------------------|---------------------|------------------------|-----------------------------|--|
| Korean Wave (KW) | KW1 | 0.892 | 0.938 | 0.951 | 0.951 |
| | KW2 | 0.849 | | | |
| | KW3 | 0.879 | | | |
| | KW4 | 0.889 | | | |
| | KW5 | 0.863 | | | |
| | KW6 | 0.870 | | | |
| Brand Ambassador (BA) | BA-V1 | 0.882 | 0.982 | 0.983 | 0.748 |
| | BA-V2 | 0.875 | | | |
| | BA-V3 | 0.859 | | | |
| | BA-V4 | 0.851 | | | |
| | BA-C1 | 0.873 | | | |
| | BA-C2 | 0.863 | | | |
| | BA-C3 | 0.844 | | | |
| | BA-C4 | 0.842 | | | |
| | BA-C5 | 0.875 | | | |
| | BA-C6 | 0.881 | | | |
| | BA-A1 | 0.868 | | | |
| | BA-A2 | 0.877 | | | |
| | BA-A3 | 0.864 | | | |
| | BA-A4 | 0.868 | | | |
| BA-A5 | 0.849 | | | | |
| BA-A6 | 0.868 | | | | |
| BA-P1 | 0.863 | | | | |
| BA-P2 | 0.862 | | | | |
| BA-P3 | 0.861 | | | | |
| BA-P4 | 0.865 | | | | |
| Fanaticism (FA) | FA1 | 0.884 | 0.953 | 0.96 | 0.752 |
| | FA2 | 0.888 | | | |
| | FA3 | 0.811 | | | |

(Continued)

Table 2 Continued

| Variables | Measurement Item | Outer Loading > 0.7 | Cronbach's Alpha > 0.7 | Composite Reliability > 0.7 | Average Variance Extracted (AVE) > 0.5 | |
|-----------------|------------------------|---------------------|------------------------|-----------------------------|--|--|
| Fanaticism (FA) | FA4 | 0.878 | | | | |
| | FA5 | 0.849 | | | | |
| | FA6 | 0.865 | | | | |
| | FA7 | 0.886 | | | | |
| | FA8 | 0.877 | | | | |
| | KP1 | 0.896 | 0.929 | 0.947 | 0.78 | |
| | Purchase Decision (KP) | KP2 | 0.882 | | | |
| | | KP3 | 0.844 | | | |
| KP4 | | 0.893 | | | | |
| KP5 | | 0.901 | | | | |

Composite Reliability, Outer Loading, Cronbach's Alpha, and Average Variance Extracted (AVE) are some of the parameters used to test reliability in this study. The results of the analysis show that each indicator has an outer loading value above 0.7, which indicates that each indicator contributes significantly to measuring its variables. In addition, a Cronbach's Alpha value above 0.7 indicates that each construct has good internal consistency. With these findings, it can be concluded that each variable in this study has strong validity and reliability so that it can accurately measure how the variables relate to each other (Hair et al., 2011).

Table 3. Direct Effects

| | Original Sample | Standard Deviation | T-Statistics | P-Values |
|---------|-----------------|--------------------|--------------|----------|
| BA > FA | 0.969 | 0.013 | 73.434 | 0.000 |
| BA > PD | 0.765 | 0.088 | 8.713 | 0.000 |
| FA > PD | 0.220 | 0.088 | 2.490 | 0.013 |
| KW > BA | 0.989 | 0.002 | 463.821 | 0.000 |

The results of the analysis show that the Korean Wave has a positive and significant impact on Brand Ambassador (coefficient = 0.958, p-value = 0.000). In addition, Brand Ambassador has a positive and significant influence on purchasing decisions (coefficient = 0.960, p-value = 0.000). Fanaticism is also shown as a moderating variable that strengthens the relationship between Brand Ambassador and Purchase Decision (coefficient = 0.752, p-value = 0.000). the higher the purchasing decisions made by consumers, especially those with high levels of fanaticism (Rosari & Simamora, 2024).

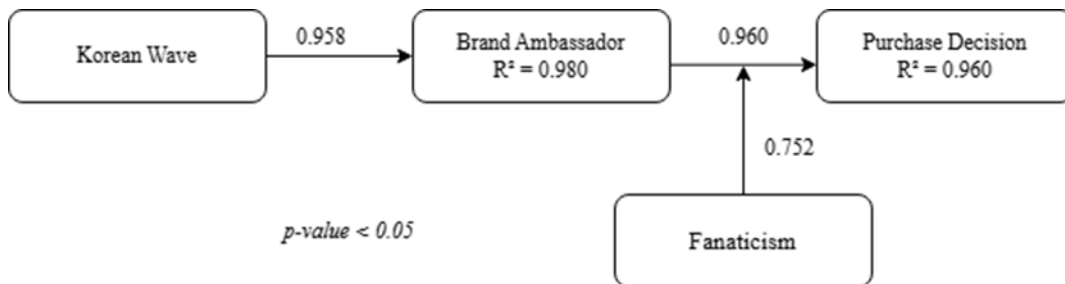


Figure 2. Structural Model Table 8. Specific Indirect Effect

| | Original Sample | Standard Deviation | T-Statistics | P-Values |
|--------------|-----------------|--------------------|--------------|----------|
| KW > BA > FA | 0.958 | 0.014 | 67.611 | 0.000 |
| KW > BA > KP | 0.757 | 0.087 | 8.706 | 0.000 |
| BA > FA > KP | 0.213 | 0.086 | 2.464 | 0.014 |

This table shows that the Korean Wave has an indirect effect on purchasing decisions through Brand Ambassadors (coefficient = 0.757, p-value = 0.000). In addition, fanaticism is proven to strengthen the relationship between Brand Ambassadors and purchasing decisions (coefficient = 0.213, p-value = 0.014). Thus, it can be concluded that a marketing strategy involving Brand Ambassadors from the Korean Wave will be more effective if directed at consumers who have a high level of fanaticism toward Korean culture (Nurjanah & Ikhsan, 2022).

IV. Discussion

The results of this study confirm that the Korean Wave (Hallyu) plays a significant role in shaping consumer purchase decisions through Brand Ambassadors. This aligns with previous research, such as Putri et al. (2024), which found that interest in Korean culture is positively correlated with purchasing behavior for Hallyu-related products. By expanding on these findings, this study deepens our understanding of how Brand Ambassadors influence consumer behavior within the evolving landscape of pop culture marketing.

A key contribution of this study is identifying fanaticism as a crucial moderating variable. Consumers with strong emotional attachments to Korean culture exhibit a heightened response to Brand Ambassadors, amplifying their impact on purchase decisions. While previous studies have primarily explored the direct influence of Brand Ambassadors, this research highlights the interplay between fanaticism and celebrity endorsements in driving consumer behavior. The findings are consistent with Nurjanah & Ikhsan (2022), who observed that highly devoted fans demonstrate strong loyalty to products promoted by their idols.

Additionally, this study underscores the role of Brand Ambassadors in enhancing consumer trust in endorsed products. Notably, their influence is significantly stronger among consumers with high levels of fanaticism, reinforcing the idea that emotional investment in pop culture can transform passive audiences into active brand advocates. These insights emphasize the importance of integrating cultural affinity into marketing strategies.

By considering fanaticism as a key factor, brands can craft more targeted and engaging campaigns that resonate with consumers deeply immersed in Korean culture. This study also underscores the need for a more holistic approach to understanding pop culture’s impact on consumer behavior, offering valuable implications for both academic research and industry practices in fan-driven markets.

V. Conclusions And Implications

Conclusion

This study analyzed the influence of the Korean Wave (Hallyu) on consumer purchase decisions, emphasizing the mediating role of Brand Ambassadors and the moderating effect of fanaticism. The findings confirm all proposed hypotheses, offering key insights into pop culture-driven marketing in Indonesia. Korean Wave significantly enhances the appeal and effectiveness of Korean Brand Ambassadors (H1 supported), amplifying their visibility, credibility, and persuasive power through cultural resonance. Brand Ambassadors directly and positively influence purchase decisions (H2 supported), particularly when they embody the VisCAP model's attributes—visibility, credibility, attraction, and power.

Most notably, fanaticism moderates this relationship (H3 supported), with highly engaged consumers exhibiting a stronger response to Brand Ambassadors. This highlights an overlooked factor in marketing research, demonstrating how emotional investment in pop culture transforms passive consumers into brand advocates. Overall, this study underscores the interplay between cultural phenomena, celebrity endorsements, and consumer psychology. By validating fanaticism as a catalyst in purchase decisions, it provides a foundation for brands to craft culturally resonant campaigns, offering both academic and commercial value in fan-driven markets.

Implications

The theoretical implications of this study extend beyond confirming the Korean Wave's role in marketing. By establishing fanaticism as a critical moderating variable, this research provides a framework for understanding how emotional attachment amplifies the efficacy of cultural branding. Future studies can adopt this framework to analyze other pop culture phenomena (e.g., Japanese anime or Bollywood) and their intersection with consumer psychology, particularly in markets where demographic diversity intersects with digital engagement. For practitioners, the findings emphasize the need for culturally nuanced segmentation. Brands targeting Indonesian Hallyu enthusiasts should prioritize collaborations with Korean celebrities who embody both cultural relevance (e.g., New Jeans for Gen Z, Squid Game actors for broader audiences) and platform-specific visibility (e.g., TikTok influencers for short-form content, Instagram stars for visual campaigns). Managerially, companies should institutionalize fan-centric engagement—such as limited-edition product launches tied to idol anniversaries or virtual fan meets where ambassadors interact directly with consumers—to deepen emotional bonds. For example, e-commerce platforms could integrate live-stream shopping events featuring real-time interactions between K-pop ambassadors and fans.

Research limitations and future research

Future studies should address this study's geographical and demographic limitations by expanding data collection to cities like Surabaya, Medan, and Bandung, where Hallyu's influence is growing but consumer behavior may differ due to regional cultural nuances. Longitudinal research tracking shifts in fanaticism (e.g., pre- and post-concert ticket sales for K-pop tours in Indonesia) could reveal how temporal factors affect purchasing decisions. Additionally, incorporating variables such as platform-specific engagement (e.g., time spent on V Live vs. YouTube) or cultural hybridity (e.g., local brands blending Indonesian and Korean aesthetics) could deepen insights into how globalization shapes consumer loyalty. Comparative studies across Southeast Asian markets (e.g., Thailand's Lazada collaborations with BLACKPINK vs. Indonesia's partnerships) may also uncover region-specific strategies for leveraging pop culture. Finally, exploring negative moderators—such as cultural fatigue or backlash against commercialization—could provide a balanced perspective on the risks of over-reliance on Hallyu-driven campaigns.

References

- [1]. Aisyah, M. (2023). The Impact Of A Regional Brand Ambassador And Social Media Advertising On Brand Trust And Brand Loyalty Of Lazada In Indonesia. *International Journal Of Data And Network Science*, 7(4), 1929-1940. [Http://Dx.Doi.Org/10.5267/I.Jdms.2023.6.019](http://dx.doi.org/10.5267/I.Jdms.2023.6.019)
- [2]. Amalia, L., Wulandari, D. K., Hadiputra, D. K., & Heriyati, P. (2024). The Influence Of Korean Wave, Brand Ambassador, Koreanesque Brand Image Of Local Cosmetic And Product Price On Purchase Intention Of Local Cosmetic. *Eduvest-Journal Of Universal Studies*, 4(12), 12128-12146. [Https://Doi.Org/10.59188/Eduvest.V4i12.1645](https://doi.org/10.59188/Eduvest.V4i12.1645)
- [3]. Ardani, V. E., & Wati, K. M. (2024). Pengaruh Brand Image, Korean Wave, Sikap Fanatisme, Dan Brand Ambassador Terhadap Keputusan Pembelian Ultra Milk Edisi Kolaborasi Stray Kids. *Journal Of Management And Social Sciences*, 3(3), 76-91. [Https://Doi.Org/10.55606/Jimas.V3i3.1435](https://doi.org/10.55606/Jimas.V3i3.1435)
- [4]. Chang, H. H., Wang, Y.-H., & Yang, W.-Y. (2009). The Impact Of E-Service Quality, Customer Satisfaction And Loyalty On E-Marketing: Moderating Effect Of Perceived Value. *Total Quality Management*, 20(4), 423-443. [Https://Www.Tandfonline.Com/Action/Showcitformats?Doi=10.1080/14783360902781923](https://www.tandfonline.com/action/showcitformats?doi=10.1080/14783360902781923)
- [5]. Dewi, L. G. P. S., Edyanto, N., & Siagian, H. (2020). The Effect Of Brand Ambassador, Brand Image, And Brand Awareness On Purchase Decision Of Pantene Shampoo In Surabaya, Indonesia. *SHS Web Of Conferences*, 76, 01023. [Https://Doi.Org/10.1051/SHSconf/20207601023](https://doi.org/10.1051/SHSconf/20207601023)
- [6]. Gani, L., Fonda, L., Prasetyo, S. H., & Gunadi, W. (2024). The Effect Of Service Recovery On Customer Satisfaction, Ewom, And

- Repurchase Intention In The Online Travel Agent (OTA) Industry In Indonesia With Service Failure Severity As Moderator. *Jurnal Manajemen Teknologi*, 23(1), 1-18. [Http://Dx.Doi.Org/10.12695/Jmt.2024.23.1.1](http://Dx.Doi.Org/10.12695/Jmt.2024.23.1.1)
- [7]. Ghadani, A., Muhar, A. M., & Sari, A. I. (2022). Pengaruh Brand Ambassador Dan Brand Image Terhadap Keputusan Pembelian Di Shopee Dengan Mediasi Brand Awareness. *Insight Management Journal*, 2(3), 110-118. [Https://Doi.Org/10.47065/Imj.V2i3.200](https://doi.org/10.47065/Imj.V2i3.200)
- [8]. Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed A Silver Bullet. *Journal Of Marketing Theory And Practice*, 19(2), 139-152. [Https://Doi.Org/10.2753/MTP1069-6679190202](https://doi.org/10.2753/MTP1069-6679190202)
- [9]. Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial Least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool In Business Research. *European Business Review*, 26(2), 106-121.
- [10]. Hajar, A. I., Herlambang, T., & Rahayu, J. (2022). Duta Merek Dan Citra Merek Terhadap Keputusan Pembelian. *BUDGETING: Journal Of Business, Management And Accounting*, 3(2), 359-373. [Https://Doi.Org/10.31539/Budgeting.V3i2.3961](https://doi.org/10.31539/Budgeting.V3i2.3961)
- [11]. Hijra. (2022). Pengaruh Korean Wave Dan Brand Ambassador Terhadap Keputusan Pembelian (Survei Pada Konsumen Scarlett Di Makassar. *Cemerlang: Jurnal Manajemen Dan Ekonomi Bisnis*, 2(4), 01-15. [Https://Doi.Org/10.55606/Cemerlang.V2i4.407](https://doi.org/10.55606/Cemerlang.V2i4.407)
- [12]. Indriningtyas, D. (2022). Brand Ambassador Artis Korea Pada E-Commerce Di Indonesia. *Perspektif Komunikasi: Jurnal Ilmu Komunikasi Politik Dan Komunikasi Bisnis*, 6(2), 219-230. [Https://Doi.Org/10.24853/Pk.6.2.219-230](https://doi.org/10.24853/Pk.6.2.219-230)
- [13]. Joshi, A., Kale, S., Chandel, S., & Pal, D. K. (2015). Likert Scale: Explored And Explained. *British Journal Of Applied Science & Technology*, 7(4), 396-403. [Https://Doi.Org/10.9734/BJAST/2015/14975](https://doi.org/10.9734/BJAST/2015/14975)
- [14]. Kandi, V. (2022). Research Process, Study Variables, Statistical Validations, And Sampling Methods In Public Health Related Research: An Update. *American Journal Of Biomedical Research*, 10(1), 1-8. [10.12691/Ajbr-10-1-1](https://doi.org/10.12691/Ajbr-10-1-1)
- [15]. Keller, K. L., & Kotler, P. (2012). *Marketing Management*. Pearson Education, Inc.
- [16]. Khoiriah, Y. N., & Rahmawan, G. (2022). Pengaruh Fanatisme, Packaging, Promotion, Dan Product Innovation Terhadap Keputusan Pembelian Produk BTS Meal Mcdonald's Di Soloraya. *Jurnal Indonesia Sosial Sains*, 3(04), 601-614. [10.36418/Jiss.V3i4.574](https://doi.org/10.36418/Jiss.V3i4.574)
- [17]. Khomsiyah, A., & Sanaji, S. (2021). Pengaruh Loyalitas Dan Fanatisme Supporter Pada Klub Terhadap Keputusan Pembelian Merchandise Orisinal: Studi Pada Supporter Persela Lamongan. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 10(2), 242-257. [Https://Doi.Org/10.30588/Jmp.V10i2.756](https://doi.org/10.30588/Jmp.V10i2.756)
- [18]. KOMPAS.Com. (2023, September 1). Penggemar Budaya Korea Di Indonesia Dinilai Tinggi Di Antara 26 Negara Artikel Ini Telah Tayang Di Kompas.Com Dengan Judul "Penggemar Budaya Korea Di Indonesia Dinilai Tinggi Di Antara 26 Negara. *KOMPAS.Com*. [Https://Travel.Kompas.Com/Read/2023/09/01/150500827/penggemar-budaya-korea-di-indonesia-dinilai-tinggi-di-antara-26-negara](https://travel.kompas.com/read/2023/09/01/150500827/penggemar-budaya-korea-di-indonesia-dinilai-tinggi-di-antara-26-negara)
- [19]. Lindasari, P. M., Santosa, M., & Hidayah, N. (2024). Pengaruh Korean Wave Terhadap Keputusan Pembelian Dengan Brand Ambassador Sebagai Variabel Moderasi (Studi Empiris Pada Konsumen Skincare Innisfree). *Business And Economics Conference In Utilization Of Modern Technology*, 516-526. [Https://Journal.Unimma.Ac.Id/Index.Php/Conference/Article/Download/12036/5221](https://journal.unimma.ac.id/index.php/conference/article/download/12036/5221)
- [20]. Luarn, P., & Lin, H.-H. (2003). A Customer Loyalty Model For E-Service Context. *Journal Of Electronic Commerce Research*, 4(4), 156-167.
- [21]. Ministry Of Culture, Sports And Tourism. (2024, April 3). 2024 Overseas Hallyu Survey Revealed 70% Korean Wave Experiencers View K-Content "Positively". Ministry Of Culture, Sports And Tourism. [Https://Www.Mcst.Go.Kr/English/Policy/Pressview.Jsp?Pseq=383](https://www.mcst.go.kr/english/policy/pressview.jsp?pseq=383)
- [22]. Nguyen, X. T. (2020). Factors That Influence The Intentions To Revisit Korea Of Vietnamese Tourists. *The Journal Of Asian Finance, Economics And Business*, 7(4), 247-258. [Https://Doi.Org/10.13106/Jafeb.2020.Vol7.No4.247](https://doi.org/10.13106/Jafeb.2020.Vol7.No4.247)
- [23]. Ningsih, R. W., Wijayanto, G., & Marhadi, M. (2022). PENGARUH BRAND AMBASSADOR DAN KOREAN WAVE TERHADAP BRAND IMAGE DAN KEPUTUSAN PEMBELIAN. *Jurnal Manajemen Pemasaran Dan Perilaku*
- [24]. *Konsumen*, 1(4), 440-448. [Https://Doi.Org/10.21776/Jmppk.2022.01.4.03](https://doi.org/10.21776/Jmppk.2022.01.4.03)
- [25]. Novitasyari, A., Hardi, A. K. D., & Sugiyanto, S. (2023). The Influence Of Brand Ambassador And Brand Image On Purchasing Decisions Through Purchase Interest: A Study Of Marketing Management Literature. *HUMANIS (Humanities, Management And Science Proceedings)*, 4(1), 17-23. [Https://Openjournal.Unpam.Ac.Id/Index.Php/SNH/Article/View/35603](https://openjournal.unpam.ac.id/index.php/SNH/Article/View/35603)
- [26]. Nurjanah, P., & Ikhsan, N. E. (2022). Pengaruh Fanatisme Dan Perilaku Konsumen Terhadap Keputusan Pembelian Merchandise Kpop (Studi Kasus Pada Komunitas Penggemar Grup KPOP SVT Di DKI Jakarta). *JAMBIS: Jurnal Administrasi Bisnis*, 2(3), 449-460.
- [27]. Oscar, Y., & Keni, K. (2019, April). Pengaruh Brand Image, Persepsi Harga, Dan Service Quality Terhadap Keputusan Pembelian Konsumen. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 3(1), 20-28. [Https://Doi.Org/10.24912/Jmieb.V3i1.3300](https://doi.org/10.24912/Jmieb.V3i1.3300)
- [28]. Pandika, N. S., Sagir, J., & Darwini, S. (2021). Pengaruh Brand Ambassador Dan Country Of Origin Terhadap Minat Beli Konsumen Pada Skin Care Korea. *Journal Of Economics And Business*, 7(1), 125-142.
- [29]. Park, H.-J., & Burns, L. D. (2005). Fashion Orientation, Credit Card Use, And Compulsive Buying. *Journal Of Consumer Marketing*, 22(3), 135-141. [Https://Doi.Org/10.1108/07363760510595959](https://doi.org/10.1108/07363760510595959)
- [30]. Park, S.-B., Chung, N., & Woo, S.-C. (2013). Do Reward Programs Build Loyalty To Restaurants? The Moderating Effect Of Long-Term Orientation On The Timing And Types Of Rewards. *Managing Service Quality: An International Journal*, 23(3), 225-244. [Https://Doi.Org/10.1108/09604521311312246](https://doi.org/10.1108/09604521311312246)
- [31]. Pradani, D. A., & Mangifera, L. (2023). Purchase Decision Influenced By Brand Ambassador, Korean Wave, Brand Image Mediated By Buying Interest. *Advances In Economics, Business And Management Research*, 670-685. [Https://Doi.Org/10.2991/978-94-6463-204-0_56](https://doi.org/10.2991/978-94-6463-204-0_56)
- [32]. Purnandika, R. A., Febriyantoro, M. T., Zulkifli, Z., Suleman, D., Saputra, F., & Suyoto, Y. T. (2022). The Influence Of Brand Ambassador, Brand Personality, And Korean Wave On Purchase Decisions Of Somethinc. *International Journal Multidisciplinary Science*, 1(3), 16-24. [Https://Doi.Org/10.56127/Ijml.V1i3.387](https://doi.org/10.56127/Ijml.V1i3.387)
- [33]. Rahayu, D. S., & Sutedjo, B. (2022). Pengaruh Country Of Origin, Persepsi Harga, Dan Brand Ambassador Terhadap Keputusan Pembelian (Studi Pada Konsumen Produk Kosmetik YOU Di Terang Beauty Demak). *SEIKO: Journal Of Management & Business*, 5(1), 182-195. [Https://Doi.Org/10.37531/Sejaman.V5i1.1904](https://doi.org/10.37531/Sejaman.V5i1.1904)
- [34]. Rahmadani, A., & Anggarini, Y. (2021). Pengaruh Korean Wave Dan Brand Ambassador Pada Pengambilan Keputusan Konsumen. *Telaah Bisnis*, 22(1), 59-72. [Https://Journal.Stimykpn.Ac.Id/Index.Php/Tb/Article/View/225](https://journal.stimykpn.ac.id/index.php/Tb/Article/View/225)
- [35]. Royan, F. M. (2004). *Marketing Celebrities*. Elex Media Komputindo.
- [36]. Sagia, A., & Situmorang, S. H. (2018). Pengaruh Brand Ambassador, Brand Personality Dan Korean Wave Terhadap Keputusan Pembelian Produk Nature Republic Aloe Vera. *Jurnal Manajemen Dan Bisnis Indonesia*, 5(2), 286-298.
- [37]. Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill-Building Approach (7th Ed.)*. John Wiley & Sons Ltd.
- [38]. Septianti, M. (2024). *SINERGI GAYA HIDUP E-FASHION DAN DAMPAK KOREA WAVE TERHADAP PERILAKU*