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The Influence of South Korea Drama and Country of Origin on Brand Image and Purchase Intention of South Korea Cosmetics by Female Student in University of Mataram

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Abstract- The objectives of this research is to analyze the influence of South Korean drama and country of origin on brand image, to analyze the influence of South Korean drama and country of origin on purchase intention, to analyze the influence of brand image on purchase intention. This research is associative explanatory research. The samples in this study is UNRAM students who know about South Korean drama and South Korean cosmetics. Data collection tools is questionnaires. The data analysis tool used is SEM (Structural Equation Modeling), which is operated with PLS. The results of this study indicate that South Korean Drama has a positive and significant effect on Brand Image, Country of origin has a positive and significant effect on Brand image, South Korean Drama has a positive and significant effect on Purchase Intention.

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The Influence of South Korea Drama and Country of Origin on Brand Image and Purchase Intention of South Korea Cosmetics by Female Student in University of Mataram

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Abstract- The objectives of this research is to analyze the influence of South Korean drama and country of origin on brand image, to analyze the influence of South Korean drama and country of origin on purchase intention, to analyze the influence of brand image on purchase intention. This research is associative explanatory research. The samples in this study is UNRAM students who know about South Korean drama and South Korean cosmetics. Data collection tools is questionnaires. The data analysis tool used is SEM (Structural Equation Modeling), which is operated with PLS. The results of this study indicate that South Korean Drama has a positive and significant effect on Brand Image, Country of origin has a positive and significant effect on Brand image, South Korean Drama has a positive and significant effect on Purchase Intention.

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I. INTRODUCTION

Indonesia is one of the countries in Southeast Asia that has been hit by the Korean wave or commonly called the Hallyu or Korean wave is a term given to the spread of Korean pop culture globally in various countries in the world, including Indonesia or briefly refers to the globalization of Korean culture (Shim, 2006). Korean Wave entered Indonesia in 2002 through the creative economy industries such as drama, film, music, cosmetics, fashion, tourism and so on (Tuk, 2011). South Korean drama actors and actresses usually use cosmetic products and this is evidenced by a cosmetic product named Laneige that was used by actress Song Hye Kyo in the drama Descendant of The Sun which made a profit of 1.2 billion won, equivalent to 995 USD. The General Chairman of the Company Association and the Cosmetic Association also stated that currently many cosmetic trends are coming from South Korea.

The country of origin of a product or the Country of Origin of a product is information that is often used by consumers when evaluating a product. In addition to the Country of Origin, the Brand Image of a product will

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influence the intention to search for and even buy a product and according to The American Marketing Association, a brand is a name, sign, symbol, design, or combination that identifies the goods or services of a company to distinguish brands from competitors (Kotler, 2012). In addition to Brand Image, purchase intention is a behavior that appears as a response to an object or is also a purchase interest that indicates the customer's desire to make a purchase (Assael, 2004).

According to the Indonesian Cosmetics Company Association (Perkosmi), in 2016, sales of imported cosmetic products are projected to increase 30 percent from the previous year to 3.17 trillion rupiah (<http://www.kemenperin.go.id>). From this phenomenon it can be seen that the demand for imported cosmetics in Indonesia is at a rapid growth and they tend to pay attention to the brand image of a product used by their idol celebrities in Korean dramas. Meanwhile, research that specifically discusses Country of Origin, South Korean drama Against Brand Image and Purchase Intention South Korean Cosmetics is still very rarely done or almost non-existent. With the research gap stated above and the absence of specific research, the author is interested in conducting research related to Korean Drama, Country of Origin, Brand Image and Purchase Intention.

II. LITERATURE AND HYPOTHESIS STUDY

Research conducted by Vianita and Rosita (2014) found that country of origin affected the brand image of South Korean cosmetics products both in online and offline purchases by undergraduate students at the University of Indonesia FISIP. This is reinforced by Yunus and Rashid (2016) which found that country of origin influences Purchase Intention of consumers of mobile phone brands from China. Meanwhile, Herdiana (2017) found that country of origin has a positive but not significant effect on consumer purchase intention and on brand image. Brand Image or Image brand does not affect consumer purchase intention.

Meanwhile, Lee (2015) has the result that Korean Wave from Korean drama influences the intention to buy Korean products. But on the other hand

research conducted by Meidita (2014) Korean wave from music, Korean films/drama has a negative influence on purchase intentions of Korean products because this is considered to be contrary to Indonesian culture. Meanwhile Prawira and Yasa (2015) found that the Image brand or Image brand had a positive effect on purchase intention of Korean smartphone products, namely Samsung. Isabella and Dewi (2016) found that brand image had a negative and significant influence on private label purchase intention.

The Research by Ikaningsih (2016) has the result that product quality, celebrity endorser and attractiveness of advertisements have a positive and significant effect on purchase intention with brand image as an intervening variable. Meanwhile the research by Agustina (2013) found that the impact of South Korean drama shows influenced the brand image of the products used in the Korean drama by buying from each brand of products used by the Korean drama stars. Research by Yuliana (2012) found the results that the presence of Korean drama shows have a great influence on one's imitation behavior. The imitation is to follow the lifestyle of Korean stars in the Korean drama and use brands in the Korean drama.

In accordance to the above reasoning, the following hypotheses are posited.

H1: South Korean drama has a positive impact on brand image.

H2: Country of origin has a positive impact on brand image.

H3: South Korean drama has a positive impact on purchase intention.

H4: Country of origin has a positive impact on Purchase Intention.

H5: Brand Image has a positive impact on Purchase Intention.

III. METHODOLOGY

This research is associative explanatory research with 138 people as samples with the provisions of students of the University of Mataram who know about South Korean drama and South Korean cosmetics using non-probability techniques with a purposive sampling design. Data collection tool is Questionnaire and data analyzer is measured with Likert scale that weighting of 1 to 5 namely; strongly agree, agree, neutral, disagree and strongly disagree. Each variable is grouped into interval classes with a number of 5 classes. To test the validity and reliability of each item on the questionnaire used SPSS 16.0 and data analysis tools to analyze latent variables, indicator variables and measurement errors directly using SEM (Structural Equation Modeling) which is operated with PLS 3.0.

IV. RESULTS

The Result of this study follows,

No	Relationship Between Variables	Path Coefficient	T-Value	Conclusion
Hypothesis 1	South Korean Drama (X1) → Brand Image (Y1)	0.215	2.152	Supported
Hypothesis 2	Country of Origin (X2) → Brand Image (Y1)	0.518	6.028	Supported
Hypothesis 3	South Korean Drama (X1) → Purchase Intention (Y2)	0.401	5.077	Supported
Hypothesis 4	Country of Origin (X2) → Purchase Intention (Y2)	0.187	2.260	Supported
Hypothesis 5	Brand Image (Y1) → Purchase Intention (Y2)	0.364	4.486	Supported

Fig. 1: Relationships between the Proposed Variables

Fig.1. The table above shows that of the 5 relationships between the proposed variables all have a significant relationship between variables. The explanation is as follows:

Impact Of Variables	Calculation Formula	Results
Direct Effect		
South Korean Drama (X1) → Brand Image (Y1)	-	0.215
Country of Origin (X2) → Brand Image (Y1)	-	0.518
South Korean Drama (X1) → Purchase Intention (Y2)	-	0.401
Country of Origin (X2) → Purchase Intention (Y2)	-	0.187
Brand Image (Y1) → Purchase Intention (Y2)	-	0.364
Indirect Effect		
South Korean Drama (X1) → Brand Image (Y1) → Purchase Intention (Y2)	(0.215 x 0.364)	0.078
Country of Origin (X2) → Brand Image (Y1) → Purchase Intention (Y2)	(0.518 x 0.364)	0.188

Fig. 2: The table above shows that Calculation of Variable Mediation/Indirect Effect

Thus it is known that South Korean dramas variables with brand image mediation can influence the Purchase Intention of cosmetic products originating from South Korea by students of Mataram University pathway coefficient values of 0.078. From these calculations, it means that there is an indirect influence between South Korean dramas variables and Purchase Intention through brand image with a path coefficient of 0.078. Comparison of the indirect influence of South Korean dramas with Purchase Intention through brand image with the direct effect between South Korean dramas on Purchase Intention obtained 0.078 results <0.401 so that it can be stated that brand image functions as a partial mediation (partial mediation) in the influence of South Korean dramas on Purchase Intention of cosmetic products that came from South Korea at the University of Mataram student.

This indicates that female students at the University of Mataram after watching South Korean drama will continue to be interested in buying cosmetic products from South Korea either by paying attention to the brand image or not paying attention to the brand image of the product. In addition, from the above

calculation, it also means that there is an indirect influence between the country of origin variable and the Purchase Intention through the brand image with a path coefficient of 0.188.

Comparison of the indirect effect of country of origin with Purchase Intention through brand image with the direct effect between country of origin on Purchase Intention results obtained 0.188 > 0.187 so that it can be stated that brand image functions as a full mediation (full mediation) in the influence of country of origin on Purchase Intention cosmetic products originating from South Korea at the University of Mataram students. This indicates that female students at the University of Mataram are interested in buying cosmetic products from South Korea by paying attention to the brand image of the cosmetic products.

The Country of Origin variable is not capable enough to directly influence the Purchase Intention of cosmetic products originating from South Korea by female students at the University of Mataram, they must pay attention to the brand image of the product in order to have Purchase Intention.

South Korean Drama : 1. Attractiveness of Korean Star 2. Credibility of Korean Star 3. Connectedness of Korean Star 4. Involvement of Audience Commitment	Country of origin: 1. Country beliefs 2. People affect 3. Desired interaction	Brand image: 1. corporate image 2. User image 3. Product image	Purchase Intention: 1. Transactional interest 2. Reference interest 3. Preferential interest 4. Explorative interest
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Fig. 3: Measurement of instrument

V. DISCUSSION

The results of this study are in line with research conducted by Agustina (2013) who found that the impact of Korean drama shows affect the brand image of the products used in the Korean drama by buying from each brand of products used by drama stars Korea. South Korean drama shows that are so popular among Indonesian teenagers have a huge impact on

the brand image of products originating from South Korea.

Research conducted by Yuliana (2012) found that the results of Korean drama shows had an influence on the brand image of the products used in the Korean drama. This study supports the results of research conducted by Yuliana (2012) and Lee et al (2015) who found that South Korean dramas had a positive and

significant effect on brand image of cosmetic products originating from South Korea.

Hsu et al (2017) also found that the influence of country of origin had a positive and significant effect on the brand image of products originating from South Korea. In addition, this has not been separated since, the Korean wave has become so "booming" or popular in Asia and even the world (Lee, 2015). Kim et al (2007) said that the effect of South Korean dramas, especially serial drama titled Winter Sonata, can increase the number of tourist arrivals from Japan to locations used for shooting the Winter Sonata drama and greatly influences the Purchase Intention of products originating from South Korea used in the Winter Sonata drama.

The results of this study also illustrate that the better the image of South Korea as a country producing cosmetics products that have good quality, it will increase the Purchase Intention of cosmetic products originating from South Korea. The findings of this study indicate that students at the University of Mataram can not only rely on the country of origin or state image on some cosmetic products originating from South Korea if there is no visualization they see such as in South Korean drama. Therefore, they must look and pay attention to the brand image of the cosmetic products they want to buy.

VI. CONCLUSION

South Korean drama and country of origin have a positive and significant effect on Brand Image. This shows that the better South Korean drama produced will improve the brand image of cosmetic products originating from South Korea. Likewise, South Korean drama and Country of Origin have a positive and significant effect on Purchase Intention. This shows that the better South Korean drama produced and the image of the country of South Korea as a cosmetics product producing country will increase the Purchase Intention of cosmetic products originating from South Korea. Brand image has a positive and significant effect on Purchase Intention. This shows that the better brand image of cosmetic products originating from South Korea will increase Purchase Intention on cosmetic products originating from South Korea

VII. RECOMMENDATION

This study was intended to examine the effect of South Korean drama, Country of Origin on Purchase Intention mediated by Brand Image on female students at the University of Mataram. Although the results of this study provide an overview of the influence of South Korean drama, Country of Origin on Purchase Intention mediated by Brand Image on female students at the University of Mataram, but in it there are many limitations, including that this study only tests South Korean drama variables and Country of Origin as an

independent variable with the mediation variable Brand Image, even though there are still many other variables that cause Purchase Intention as both an independent variable and a mediating variable, so the next researcher needs to add the Korean Music, Trust and Viral Marketing variables.

This study also only focused on female students from the University of Mataram. In fact, there are so many universities and even high schools where young people in Mataram are particularly fond of various things about South Korea, whether South Korean drama or music originating from South Korea that can influence Purchase Intention of a product. So the results are still not optimal in describing the activities of Purchase Intention of cosmetic products originating from South Korea and this study does not examine the focus on certain cosmetic products originating from South Korea. We recommend that for further research, researchers can examine cosmetic products with certain products or brands so that the results obtained are more accurate and use more samples so the results can be generalized more.

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