

Big Influence of Youth Fanaticism on South Korean Idol to Skincare' Purchase Decision

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Abstract

This research aims to determine the influence of labels on skincare products from South Korea and the influence of fans' fanaticism on purchasing skincare products. In previous research, the halal and eco-green labels had a significant effect. On the other hand, previous research also stated that fanatical feelings in supporters or fans greatly influence purchase decisions. This research uses a quantitative approach. The population is young people in Gorontalo City who buy skincare products at cosmetic and skincare outlets in Gorontalo City. The sample was selected using nonprobability and accidental, namely young people who bought skincare at these outlets on 1-8 June 2023. The number of samples selected were 138 young people in Gorontalo City who shopped at Sashop, Guardian, and Erby Shop. Data analysis techniques use statistical tests of normality, multicollinearity, heteroscedasticity, and the coefficient of determination. The results show that the hypothesis is accepted. The coefficient of determination test on South Korea labels shows a value of 0.044, while fanaticism shows a value of 0.049. These values are smaller than 0.05. The result of the t count on the South Korean labels variable shows 9.157, while the fanaticism variable shows 7.070. The t-test results of the two variables have a value more than the t table, which is 1.980. The coefficient test and t-test showed that the South Korean labels and fanaticism variables significantly influence purchase decisions. The influence of the South Korea Labels variable is 9 per cent, while the fanaticism variable influences 61 per cent. It means there is 70 per cent influence by these two variables, and the other 30 per cent is influenced by other variables that need to be tested by future researchers.

Keywords: South Korea labels, Fanaticism, Purchase Decision, Gorontalo, Skincare Products.

1. Introduction

Because products from Korean Beauty are used by well-known ambassadors, where the beauty displayed is smooth and white skin (Ariella et al., 2023). The well-known ambassador has also brought South Korean beauty products to become very well-known in Indonesia, thus increasing cosmetics sales from South Korean brands in Indonesia (Ahmad, 2022). Several previous studies have also stated that the brand ambassador represents that smooth and white skin is the skin that will be produced when using South Korean products, such as the Scarlett Whitening product, which uses Song Joong Ki as an ambassador (Jonathan & Huwae, 2022); the Everwhite product which has Kim Seon Heo as the brand ambassador (Farrel & Sunaryo, 2022); and The Saem product which uses the idol Seventeen as its band ambassador (Alecia, 2019).

The results of previous research also show that consumer buying interest is above 30 per cent with the presence of brand ambassadors from these idols. Therefore, this study will take other variables for further analysis, where the variable is the label "made of South Korea". The label on the product packaging can influence the consumer's decision to buy the product. Several previous studies stated that the halal label could encourage individuals to buy these beauty products (Palupi, 2022). However, several skincare brands that have a halal label (Sari et al., 2021), such as the Safi brand, do not influence individuals to buy skincare, likewise with eco-friendly labels, where the results of previous research show that 98 per cent of eco-friendly labels affect purchasing decisions.

The phenomenon underlies the label "Made of South Korea" as one of the variables analyzed in this study. Moreover, young people in Indonesia have also labelled themselves as fandoms, even fanatics, of one of the Korean actors, actresses, girl groups, or boy bands by responding to information containing negative news about their idols on social media (Rinata & Dewi, 2019). The results of previous research also wrote that fanaticism towards an idol as an ambassador, a brand, or a country or city, has a positive influence on purchasing decisions from consumers (Lestari & Rahmawan, 2022; Probosini et al., 2021). This fanaticism is formed from the admiration of young people in Indonesia for their idols who come from South Korea, high interest, addiction, having feelings of desire, and faithfully following the lives of these idols (K. A. Putri et al., 2019).

Based on the description above, this study will analyze the influence of made of South Korea labels and fanaticism on the purchase intention of young people in Gorontalo City. The city of Gorontalo has also been affected by incorporating South Korean culture into the daily lives of young people. The popularity of South Korean culture in a city can be seen in dramas, songs, fashion, industrial products (clothes, cosmetics, skincare, etc.), and popular foods in that city. Changes in the lifestyle of young people in Gorontalo City have reflected that. In Gorontalo City, clothing shops also sell clothes that imitate designs from South Korean fashion. Young people have also imitated South Korean fashion. They modified their clothes, considering that Gorontalo is a city known as the Veranda of Medina. The popularity of South Korea makes young people mix and match their clothes with styles from South Korea. It also happened in several cities in Indonesia, including in Semarang. Young people in Semarang consider South Korean fashion unique and interesting because young people want to form an identity related to South Korea (Tirtasari, 2017). Therefore, this research will raise issues regarding the following:

- R1 Is there an influence between the "made of South Korea" label and the purchase intention of South Korean skincare products for young people in Gorontalo City?
- R2 Is there an influence between fanaticism and skincare purchase intention in young people in Gorontalo City?

From those questions above, the hypotheses H1 dan H0 in this study are:

- H1 The influence is significant between the "made of South Korea" label and the purchase intention of South Korean skincare products for young people in Gorontalo City.
- H0 There is no significant influence between the "made of South Korea" label and the purchase intention of South Korean skincare products for young people in Gorontalo City.
- H1 There is a significant influence between fanaticism and skincare purchase intention among young people in Gorontalo City.
- H0 There is no significant influence between fanaticism and skincare purchase intention in young people in Gorontalo City.

2. Research Methods

The research approach used is quantitative. Meanwhile, the data collection technique used is distributing questionnaires to samples that have been selected with non-probability samples that do not have a mathematical guide. The non-probability sample used is accidental. The samples taken in the field were young people who bought skincare at several outlets in Gorontalo City. According to the World Health Organization, young people are in a transitional period between childhood and adulthood, so the WHO's definition of youth is 12 years to 24 years (Zainafree, 2015).

The questionnaire in this study assesses the views of young people as respondents who buy skincare and decide to buy skincare at several outlets in Gorontalo. The population in this research is users of skin care products in Gorontalo City aged 12-24 years. Using accidental sampling from date, the sample obtained from 1-8 June 2023 at cosmetic outlets was 138 people.

The data processing is done first to test the validity and reliability. Validity and reliability tests were carried out on 19 respondents in the field. Based on 19 answers from respondents, the validity and reliability tests showed that valid questions on the made of South Korean labels variable reached 8 questions, valid questions on the fanaticism variable reached 5 questions, and questions on the purchasing decision variable reached 8. Meanwhile, the reliability of these questions shows a score above 0.60, so the instrument can be used as a measuring tool in the field.

The data will go through several stages for data analysis from the results of distributing questionnaires in the field. The data will be tested for normality first. Next, the researcher will conduct a heteroscedasticity test and a simple regression test on variable X1 on Y and variable X2 on Y. At the end of this study, the researcher will describe the discussion.

3. Results and Discussion

3.1 Result

The number of respondents willing to answer research questions is 138. The respondents were consumers from three skincare outlets in Gorontalo City, namely Sashop, Guardian and Erbi Shop. Respondents from Sashop were 29 people, Guardians were 53 people, and Erbi Shop were 56 people. The following is a description from respondents in the field:

Sashop respondent		Guardian respondent		Erbi Shop respondent	
Age		Age		Age	
12 – 14 years old	0	12 – 14 years old	7 people	12 – 14 years old	4 people
15 – 17 years old	11 people	15 – 17 years old	15 people	15 – 17 years old	29 people
18 – 20 years old	3 people	18 – 20 years old	24 people	18 – 20 years old	9 people
21 – 24 years old	9 people	21 – 24 years old	7 people	21 – 24 years old	14 people
Sex		Sex		Sex	
Male	4 people	Male	9 people	Male	2 people
Female	25 people	Female	44 people	Female	54 people

The results of the description above show that visitors to the Erbi Shop are the most visitors from visitors to other skincare outlets. Most visitors are visitors at the age of 15-17 years. For gender visitors, the amount shows that more visitors are women than men.

One-Sample Kolmogorov-Smirnov Test

		decision
N		138
Normal Parameters ^{a,b}	Mean	27.01
	Std. Deviation	5.650
Most Extreme Differences	Absolute	.084
	Positive	.058
	Negative	-.084
Test Statistic		.084
Asymp. Sig. (2-tailed)		.190 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		138
Normal Parameters ^{a,b}	Mean	1.7947403
	Std. Deviation	3.03107036
Most Extreme Differences	Absolute	.066
	Positive	.029
	Negative	-.066
Test Statistic		.066
Asymp. Sig. (2-tailed)		.090 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

The results of the normality test showed that the significance value is 0.190 for the variable X1 to Y, and the significance is 0.090 for the variable X2 to Y. Therefore, the results of the one-sample Kolmogorov Smirnov Test show that these values are more than 0.50, so that the distribution the data used in the study is normal.

Coefficients^a

Model	Unstandardized Coefficients			Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error					Tolerance	VIF
1	(Constant)	23.931	4.316		5.545	.000		
	labels	.005	.143	.003	.033	.974	.999	1.001
	fanaticism	.190	.165	.099	1.152	.252	.999	1.001

a. Dependent Variable: decision

Meanwhile, the results of the multicollinearity test show that the tolerance and VIF values indicate no multicollinearity symptoms in the regression model. The amount is indicated by the tolerance value for variables X1 and X2, which is 0.999, where the value is greater than the value of 0.10. Meanwhile, the VIF value for the variables X1 and X2 is 1.001, smaller than 10.00.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.593	2.773		2.017	.056		
	labels	-.025	.092	-.024	-.274	.785	.999	1.001
	fanaticism	-.044	.106	-.036	-.413	.680	.999	1.001

a. Dependent Variable: Abs_res

The table above shows the results of the multicollinearity and heteroscedasticity tests. The results of the multicollinearity test show that the tolerance and VIF values indicate no multicollinearity symptoms in the regression model. The score is indicated by the tolerance value for variables X1 and X2, which is 0.999, where the value is greater than the value of 0.10. Meanwhile, the VIF value for the variables X1 and X2 is 1.001, smaller than 10.00. The results of the heteroscedasticity test are indicated by the significance values listed in the table, namely 0.785 and 0.660. The results show that heteroscedasticity does not occur because the significance value is greater than 0.05.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	26.769	3.547		7.547	.000		
	labels	-.025	.143	.006	7.070	.044	1.000	1.000

a. Dependent Variable: decision

Based on the value of the output above, the significant value is 0.044, where the value is smaller than the probability value of 0.05. So, it can be concluded that H0 is rejected and H1 is accepted. There is an influence between made of South Korea labels on purchase decisions. Meanwhile, for t arithmetic from the table above, it is shown that the value is greater than the t table. The t count reaches 7,070, while the value of the t table is 1,980. The figures in the table above also show that if there are no variable labels, then the value of the purchase decision is 26.7. Meanwhile, the regression coefficient value shows -0.025. With an increase of 1 per cent level of labels, the purchase decision will increase by -0.025.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	24.042	2.612		9.203	.000		
	fanaticism	-.019	.164	.099	9.157	.049	1.000	1.000

a. Dependent Variable: decision

Based on the value of the output above, the significant value is 0.049, where the value is smaller than the probability value of 0.05. So, it can be concluded that H0 is rejected and H1 is accepted. There is an influence between fanaticism on purchase decisions. The hypothesis can also be calculated from the t-test, where the calculated t value from the calculation results above shows 9.157. This figure is greater than the t table value, which is 1.980. If the calculated t value is greater than the t table value, then there is an influence between fanaticism (X2) and purchase decision (Y).

The figures in the table above also show that if there is no fanaticism variable, then the value of the purchase decision is 24,042. Meanwhile, the regression coefficient value shows -0.019. With an increase of 1 per cent level of labels, the purchase decision will increase by -0.019.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.206 ^a	.009	.007	5.671

a. Predictors: (Constant), labels

The analysis results show that the label variable influences the purchase decision by 9 per cent, while other variables influence 91 per cent of the purchase decision.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.799 ^a	.610	.672	1.643

a. Predictors: (Constant), fanaticism

The summary model results show that fanaticism's influence on purchase decisions is 61 per cent. Meanwhile, 39 per cent is influenced by other factors.

3.2 Discussion

The results of previous studies show that the power of South Korean culture has entered Indonesia since 2002. The popularity of this culture is spread through the development of South Korean drama in Indonesia, where the drama was broadcast on Indosiar television station from 2002 to 2013. Drama from South Korea led to communities such as K-Drama, K-Pop, and K-Style (I. P. Putri et al., 2019). The success of the South Korean entertainment industry has also shaped the construction of values, lifestyles, social life, systems and traditions, as well as the beliefs adopted by the South Korean people themselves, which then begin to be enjoyed by the global community (K. A. Putri et al., 2019). These communities emerged in several cities in Indonesia, such as Cirebon (Ri'aeni et al., 2019), in Karawang (Abidin et al., 2018), and in other cities, where urban youth always follow and imitate their favourite idols (Aulia et al., 2022). The conclusion shows that fanaticism has an extraordinary influence on people's lives in Indonesia, even worldwide.

The results of the first hypothesis test show an influence between the South Korean label variable in skincare on purchase decisions. The label has an effect of 9 per cent, which is very small compared to the influence of other variables, namely the fanaticism variable. In previous research, labels had a big influence, especially halal labels (Palupi, 2022), likewise with the eco-green label, where the label also influences individuals to buy environmentally friendly products (Yuliana & Pantawis, 2022). Some skincare products need to display that the product originates from South Korea. These products generally use visuals in the form of writing from South Korea, and these products use South Korean brand ambassadors, so the visual appearance is thought to have a greater influence on consumers to buy these products (Herrin et al., 2023).

The result of the second hypothesis is that the fanaticism variable on the purchase decision variable has a positive and significant impact. The results of this research explain that fanaticism influences the decision to buy skincare products for young people in Gorontalo City, so H1 can be proven. The findings of other studies also show the results of this study. For example, consumptive behaviour has been shown to have a relationship with fanaticism in Surabaya, especially among members of the JKT48 Surabaya fans (Damasta & Dewi, 2020). Likewise, with consumptive behaviour towards football supporters, where the purchase of original merchandise related to the football club has a relationship with a feeling of fanaticism towards these supporters (Khomsiyah & Sanaji, 2021).

4 Conclusion

The results of the research above show that H1 is fully accepted. It is because the values indicated by the labels and fanaticism variables influence skin care purchase decisions in Gorontalo City. The variable that influences the most is fanaticism, where the variable influences 61 per cent, while the variable labels have an effect of 9 per cent. It means. There is 70 per cent influence from these two variables, where other variables influence the remaining 30 per cent.

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