

Factors Influencing Purchase Intention of South Korean Cosmetics and Skincare

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Abstrak

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang dapat memengaruhi *purchase intention* kosmetik dan *skincare* Korea Selatan. Penelitian ini merupakan penelitian kuantitatif. Sebanyak 301 sampel dikumpulkan menggunakan metode *purposive sampling*. Data diolah menggunakan IBM SPSS Statistics versi 26.0 *software* and Smart PLS versi 3.0. Hasil yang diperoleh melalui penelitian ini yaitu *E-WOM*, *brand awareness*, dan *brand image* berpengaruh signifikan positif terhadap *purchase intention*. *Brand ambassador* dan *sender's expertise* tidak berpengaruh signifikan terhadap *purchase intention*. *E-WOM* dan *brand awareness* berpengaruh signifikan positif terhadap *brand image*. *E-WOM* dan *brand awareness* yang dimediasi oleh *brand image* berpengaruh signifikan positif terhadap *purchase intention*.

Kata kunci: *Purchase Intention, Brand Ambassador, E-WOM, Brand Awareness, Sender's Expertise, Brand Image*

Abstract

This study intends to analyze factors that can influence South Korean cosmetics and skincare purchase intention. This research uses a quantitative research design. A total of 301 samples were collected using the purposive sampling method. The data is processed using IBM SPSS Statistics version 26.0 software and Smart PLS version 3.0. The results obtained from this study are that E-WOM, brand awareness, and brand image have a significant positive effect on purchase intention. Brand ambassador and sender's expertise have no significant effect on purchase intention. E-WOM and brand awareness have a significant positive effect on brand image. E-WOM and brand awareness mediated by brand image have a significant positive effect on purchase intention.

Keywords: *Purchase Intention, Brand Ambassador, E-WOM, Brand Awareness, Sender's Expertise, Brand Image*

INTRODUCTION

Cosmetics and skincare are products that can be applied to the skin, face, and hair to make someone's appearance more attractive. The need for cosmetic and skincare products has become a priority in various circles of society. To maintain and support appearance, cosmetics and skincare are used regularly according to the needs of each individual. Cosmetics and skincare can be used by women and men from teenagers to adults. One of the countries that are famous for its beauty industry is South Korea. Beauty products from South Korea, also known as K-beauty, have grown in recent years. K-beauty has created various changes in the beauty industry around the world, from make-up trends to skincare routines [1].

Based on Figure 1, most fans of K-Beauty products come from Asian countries. The country

with the most users of K-Beauty products is South Korea, which reaches 89%. Indonesia is also included in the list with a percentage of users reaching 35% and 46% of Indonesian women claiming to use South Korean cosmetic and skincare products [2]. Beauty products from South Korea are famous for their excellent quality. The potential of K-beauty in Indonesia has resulted in many South Korean cosmetic and skincare brands wanting to expand their market in Indonesia. This is also supported by a rapid increase of 70%, which occurred in the cosmetic industry during the global pandemic. Based on data from Euromonitor, the skincare market in Indonesia almost reached US\$ 6 billion in 2019 and is predicted to increase in 2022 to reach US\$ 8 billion [3].

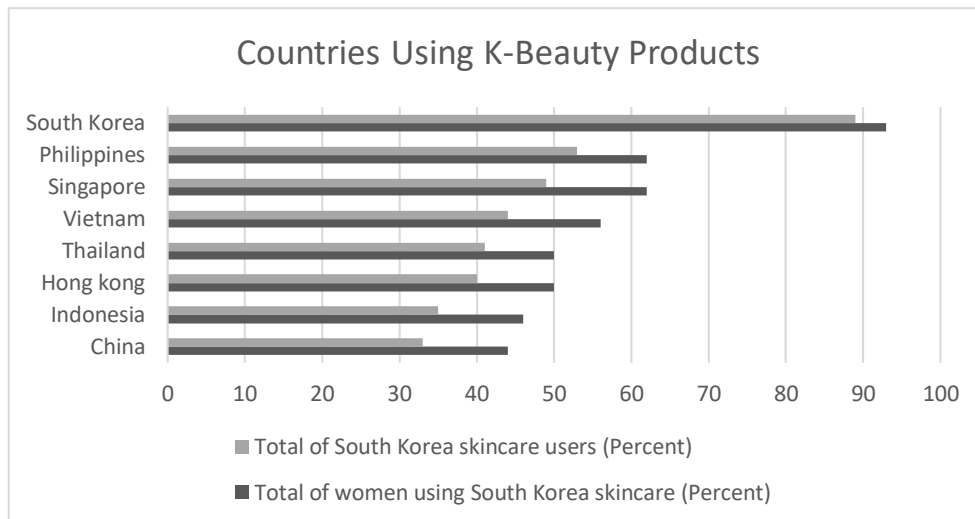


Figure 1 Percentage of Countries Using K-Beauty
Source: *Tempo.co* (2020)

In 2019, the ZAP Beauty Index was surveyed to find out the country of origin of the cosmetics and skincare products that are most favored by Indonesian women. The results are, South Korea occupies first place with 57.6%, followed by Indonesia with 37.4%, and Japan with 22.7% [4]. Based on the survey, 3 South Korean brands are most often used, namely Laneige (7.7%), Innisfree (4.6%), and Nature Republic (4.2%). Cosmetic and skincare products made in Asia are considered more suitable for Indonesian women's skin despite climate differences [5]. During the onslaught of South Korean brands, Indonesia began to innovate in creating quality skincare at an affordable price so that Indonesian people would glance at it. Total sales of Indonesian local skincare in Shopee and Tokopedia e-commerce reached Rp. 91.22 billion and total transactions were 1,285,529 in February 2021 [6].

The increasing competition in the beauty industry has made various South Korean cosmetic and skincare companies try to grab consumers' interest and try to dominate the market in Indonesia. Utami et al. (2020) stated that purchase intention is a plan to buy products that consumers think are most useful and under their brand preferences. Purchase intention can also be interpreted as an instruction from within the consumer and how likely it is for consumers to purchase products in the future [8]. The implementation of purchase intention is different and influenced by various preferences and factors [9]. Therefore, this study was conducted to analyze how much influence several factors,

namely brand ambassador, E-WOM, brand awareness, sender's expertise, also brand image have on South Korean cosmetics and skincare purchase intention.

Based on the research data analysis by Utami et al. (2020); Nurjannah & Suriyanto (2022); and Imani & Martini (2021), brand ambassadors show a positive along with significant influence on purchase intention. Consumers' desire to make purchases will increase if the celebrity who becomes the brand ambassador is known to many people and has a good personality [7]. The involvement of brand ambassadors who are identical to celebrities or public figures who are popular and influential in a country can be a psychological supporting factor to convince consumers [10]. Brand ambassador is a strategy that is different and unique from competitors to direct consumers to purchase intention [11]. However, research by Nisa & Pramesti (2020) found that brand ambassadors did not affect the intention to buy. Although the company has chosen a brand ambassador that fits the product theme and is considered capable of attracting the target market, in reality, the respondents did not give a positive response. This is because consumers have the intention to buy products based on needs and not all consumers pay attention to the brand ambassador of the product they want to buy.

H₁: Brand ambassador has a significant positive effect on purchase intention

Research from Imbayani & Gama (2018); LY & Le-Hoang (2020); Cuong (2021); Kesumahati & Raymond (2021); and Tariq et al. (2017),

revealed that they discovered a significantly positive influence of E-WOM on purchase intention. By viewing and reading positive information uploaded by other consumers through trusted websites, it can influence consumers' desire to make purchases [13]. To convince consumers to make a purchase, consumers first read reviews or comments about a product through websites, forums, or listen to opinions from friends and family who have purchased the product [14]. In addition, consumers also think that feedback from online media can help compare products [15]. E-WOM helps convince consumers through positive reviews to make a purchase [16]. The popularity of E-WOM attracts the attention of every consumer because consumers can post, provide reviews, and read various reviews through social media [17]. However, research by Karya et al. (2021) shows different results which is a positive but insignificant effect from E-WOM on purchase intention. More negative comments about a brand can affect the buying interest of consumers.

H₂: E-WOM has a significant positive effect on purchase intention

Based on the research of Tsubitah & Anggraeni (2021); Nusraningrum & Gading (2021); Tariq et al. (2017); also Arshad & Victor (2020), regarding the relationship between brand awareness and purchase intention, detected a positive along with significant impact. If a brand has product characteristics that are easy to remember by consumers, it can stimulate buying interest from consumers [9]. The capability of consumers to recognize a brand can be in the form of brand strength that is recorded in the minds of consumers [8]. Brand awareness helps consumers to recognize different brands so that it can trigger consumer buying interest in the best brands [17]. One way to increase awareness of a brand, companies can advertise online the products offered through various social media [19]. However, Koliby & Rahman (2018) show that brand awareness does not affect purchase intention. A lack of brand awareness does not help consumers to judge the quality of a brand.

H₃: Brand awareness has a significant positive effect on purchase intention

Research by Zulkiffli et al. (2017); Gürcü & Korkmaz (2018); and Tajuddin et al. (2020), revealed sender expertise significantly positively

affects purchase intention. Awareness of the sender's expertise must be considered because knowledge from experts can create reliable information [21]. Consumers want accurate and reliable information sourced from experts in their fields [22]. The credibility of the sender perceived by consumers will attract consumers to adopt the information and trigger buying interest [23]. However, research from Utami et al. (2020) showed a different result, namely the sender's expertise did not significantly affect purchase intention. When consumers desire to buy a product, consumers will see some reviews first but consumers are not very interested in the expertise of the sender when reading online reviews.

H₄: Sender's expertise has a significant positive effect on purchase intention

Research by Dyanthi & Seminari (2021); Putra et al. (2020); Rahman et al. (2020); and Tariq et al. (2017) regarding the relationship between E-WOM and brand image shows a significantly also positive influence. The more often consumers get information about other consumer experiences, product advantages, and suggestions, to try the product, it can affect consumer perceptions. Consumers will have an idea about the quality, characteristics, and advantages of the product [24]. E-WOM can build one's perception of the brand image because of the trustworthiness of the information obtained [25]. Interaction between consumers through various online media can be a form of informal advertising that creates an image of a brand in the minds of consumers [26]. Information obtained from other consumers helps potential customers visualize and understand the intangible aspects of a brand [17]. However, the research by Alrwashdeh et al. (2019) and Karya et al. (2021) shows different results which is a positive but insignificant effect. The more negative comments, the worse the company's brand image can be [18].

H₅: E-WOM has a significant positive effect on brand image

Bilgin (2018); Christiarin & Rahmadilla (2021); Heskiano et al. (2020); Mudzakkir & Nurfarida (2015); Tariq et al. (2017); and Ledikwe (2020) states that brand awareness significantly positively affects brand image. Awareness of a brand can build intimacy, provide an overview of a brand, and also a signal to remain committed to

the same brand image. Comfort and familiarity can create a good brand image in the minds of consumers [30]. The more brand information that consumers know, the easier it is to remember the product, which will escalate the brand image [31]. It is said in research that brand awareness can create cognitive thinking of a brand. Therefore, increasing brand awareness by consumers will improve brand image [17]. Increasing brand awareness can be done by increasing effective communication and services to consumers, thus leading to a great brand image in the eyes of consumers [32].

H₆: Brand awareness has a significant positive effect on brand image

The results of research by Imbayani & Gama (2018); Kesumahati & Jurnal (2020); Karya et al. (2021); Dyanthi & Seminari (2021); also Putra et al. (2020), discovered that brand image significantly positively affects purchase intention. A good brand image can make consumers believe in the product, thus generating interest in making a purchase. If a brand or company has a bad brand image, it can result in consumers switching to other products offered by competitors [13]. A great brand image is considered to be able to meet customer needs, thereby increasing the customer's desire to purchase a product [33]. Korean cosmetics have a good brand image such as skin care products with good quality and captivating designs, that can effectively attract consumer buying interest [18]. Consumer perceptions of the quality, characteristics, advantages, and ease of finding a product affect the consumer's desire to buy the product [24]. However, the research of Tsubitah & Anggraeni

(2021) showed different results, namely that brand image had an insignificant effect on purchase intention. These results show that, even though a brand has a good brand image, it cannot attract consumers to make a purchase. Consumers think that after obtaining and trying the product, consumers can obtain a brand image of the brand or company.

H₇: Brand image has a significant positive effect on purchase intention

Dyanthi & Seminari (2021); Putra et al. (2020); also Rahman et al. (2020), revealed that E-WOM mediated by brand image significantly affects purchase intention. Brand image can strengthen the connection between variables because E-WOM regarding positive experiences, product advantages, and suggestions to try which is then driven by positive consumer perceptions of products or brands can increase purchase intention [24]. Positive comments on online platforms from those who have used the product can create a good brand image as well so consumer buying interest will arise [25].

H₈: E-WOM mediated by brand image has a significant positive effect on purchase intention

Christiarin & Rahmadilla (2021) also Tariq et al. (2017), detected that brand awareness mediated by brand image significantly affects purchase intention. Brand awareness can help increase a positive brand image in the minds of consumers, which in turn can encourage purchase intention from consumers [17].

H₉: Brand awareness mediated by brand image has a significant positive effect on purchase intention

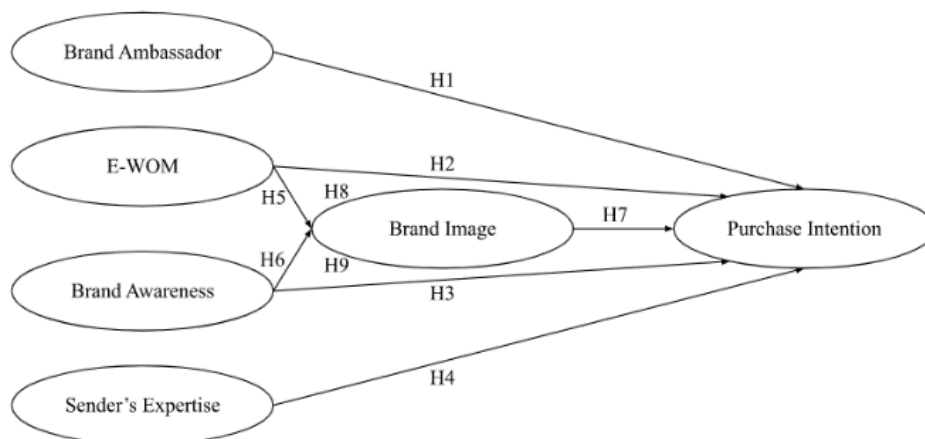


Figure 2 Research Model
Source: Analysis (2022)

METHODS

This research applies a quantitative research design. The object used in this research are people who have purchased cosmetics and skincare from South Korea. The choice of the object of this research is because cosmetic and skincare products from South Korea have attracted a lot of public attention. This popularity can be interesting research by analyzing the factors that can influence the intention of the public or consumers to buy cosmetics and skincare from South Korea. Non-probability sampling method, namely purposive sampling adopted in collecting data. Purposive sampling is a sampling technique based on certain criteria considerations [34].

This research uses primary data obtained through the distribution of questionnaires from February 2022 to June 2022. Questionnaires were distributed online by Google Form links through social media such as Whatsapp, Instagram, Line, Twitter, and TikTok. A total of 324 respondent data have been collected, but after the data was examined, 23 questionnaires could not be used because they had never purchased South Korean cosmetics and skincare. Therefore, only 301 respondents' data will be used for analysis. This research uses the number of samples with the calculation method 1:10. With a total of 30 questions on the questionnaire, it will be multiplied by 10, so the sample needed is 300 respondents [35]. The measurement of operational variables in this study used a Likert scale as applied by Utami et al. (2020). There is a 5-point Likert scale, namely strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5), where the highest value is the most positive response.

Data processing that has been collected from respondents will be processed using IBM SPSS Statistics version 26.0 software and Smart Partial Least Square (PLS) version 3.0. IBM SPSS is used to test demographic data. Demographic data of respondents in this study include the city of domicile, gender, age, last education, occupation, and average income per month, also several questions about South Korean cosmetics and skincare. Smart PLS is used to test the causal relationship and determine the effect of each variable as a whole. Smart PLS is used to test the

outer model, namely validity and reliability, and to test the inner model, namely direct effect, indirect effect, and R-Square Adjusted.

RESULT AND DISCUSSION

The research data were analyzed using descriptive analysis of respondents based on criteria such as the city of domicile, gender, age, educational background, occupation, average monthly income, the sources of information about South Korean cosmetics and skincare, the amount of purchases in 1 month, as well as South Korean cosmetics and skincare brands that attract respondents. Based on the questionnaires that have been distributed, 301 respondents' data were obtained. Based on the questionnaires that have been received, the respondents in this study came from various regions in Indonesia. There are around 32 different cities of domicile of respondents, with most of the respondents living in Batam City, which is 39.9%. There are Surabaya (8.3%), Medan (6.6%), Yogyakarta (6.6%), Jakarta (6.3%), Bandung (4.3%), Semarang (4.3%), Malang (3.7%), Depok (3.3%), Tangerang (3.0%), and many other cities in Indonesia.

Based on gender, there are 10.3% male respondents and 89.7% female respondents. Based on age, 80.7% were dominated by respondents with an age range of 17-21 years old. Respondents aged under 17 years old were 2.0%, the age range of 22 to 26 years old was 14.0%, the age range of 27 to 31 years was 2.7%, while the lowest percentage was 0.3% among respondents aged 32-36 and also 37-41 years old. Based on educational background, 84.7% or 255 people have a Senior High School educational background. Based on occupation, 83.7% of respondents or 252 people are students, 13.6% of respondents work as private employees, 2.3% work as entrepreneurs, and 0.3% is a housewife. Based on average monthly income, 254 respondents (84.4%) earn less than Rp 5,000,000.

Based on respondents' sources of information regarding South Korean cosmetics and skincare obtained through various types of sources, as many as 87.0% of respondents or 262 people answered on social media such as Instagram, TikTok, etc. A total of 5.6% of respondents or 17 people answered marketplaces such as Shopee, Tokopedia, etc. A total of 6.6% of respondents or 20 other people answered friends or relatives. A total of 0.7% of

respondents or 2 people answered the official website. Based on the number of South Korean cosmetics and skincare purchases per month by respondents, a total of 72.1% of respondents buy 1 time per month, 24.3% of respondents buy 2 to 3 times per month, 2.0% of respondents make purchases 4 to 5 times per month, and 1.7% of respondents make purchases more than 5 times per month.

Table 1 South Korean Cosmetics and Skincare Brands Interested by Respondents

Brand	Frequency	Percentage
A'pieu	1	0.2%
Ariul	1	0.2%
Axis-Y	2	0.4%
COSRX	10	2.1%
Etude House	50	10.3%
Innisfree	130	26.7%
Laneige	6	1.2%
Mamonde	1	0.2%
Manyo Factory	2	0.4%
Mediheal	2	0.4%
Moonshot	1	0.2%
Nacific	44	9.0%
Nature Republic	136	27.9%
Peripera	1	0.2%
Pyunkang Yul	4	0.8%
Romand	1	0.2%
Skin1004	1	0.2%
Skinfood	1	0.2%
SNP (Shining Nature Purity)	1	0.2%
Some By Mi	91	18.7%
Son&Park	1	0.2%
Total	487	100%

Source: Primary data processed (2022)

Table 1 shows several South Korean cosmetic and skincare brands that are of interest to the respondents. The brand that most respondents well know is Nature Republic with 27.9% and followed by Innisfree with 26,7%. Percentage of other brands such as Some By Mi (18.7%), Etude House (10.3%), Nacific (9.0%), COSRX (2.1%), Laneige (1.2%), Pyunkang Yul (0.8%), Axis-Y (0.4%), Manyo Factory (0.4%), Mediheal (0.4%), A'pieu (0.2%), Ariul (0.2%), Mamonde (0.2%), Moonshot (0.02%), Peripera (0.2%), Romand (0.2%), Skin1004 (0.2%), Skinfood (0.2%), SNP (0.2%), and Son&Park (0.2%).

Direct Effect Test Results

The direct effect between variables can be seen through Table 2. The requirement for the relationship between variables to be declared significant is to obtain P-Values results of less than 0.05 [35].

Table 2 Direct Effect Test Results

Variable	Sample Mean	P-Values	Description
Brand Ambassador → Purchase Intention	-0.163	0.087	Not Significant
E-WOM → Purchase Intention	0.322	0.000	Significant Positive
Brand Awareness → Purchase Intention	0.189	0.003	Significant Positive
Sender's Expertise → Purchase Intention	-0.006	0.903	Not Significant
E-WOM → Brand Image	0.412	0.000	Significant Positive
Brand Awareness → Brand Image	0.508	0.000	Significant Positive
Brand Image → Purchase Intention	0.493	0.000	Significant Positive

Source: Primary data processed (2022)

Referring to Table 2 above, the discussion of the hypothesis of direct effects is as follows:

Hypothesis 1: Brand ambassador has a significant positive effect on purchase intention

Referring to Table 2, the relation between brand ambassadors and purchase intention obtained a P-Values of 0.087 and a sample mean of -0.163. This signifies brand ambassador doesn't have a significant positive effect on purchase intention, and this hypothesis is not proven. Research that supports this hypothesis is Nisa & Pramesti (2020). However, there are also studies with contradictory results such as Utami et al. (2020); Nurjannah & Suriyanto (2022); also Imani & Martini (2021). Thus, the conclusion that can be drawn is that consumers who are interested in purchasing South Korean cosmetics and skincare do not all depend on the

brand ambassador of a brand or company. Some consumers have the intention to buy products based on needs and not all consumers pay attention to the brand ambassador of the product they want to buy. Even though the company has chosen a brand ambassador that fits the product theme and is considered capable of attracting the target market. Many companies prioritize the recruitment of brand ambassadors with large marketing costs, but not all of them are successful and run according to company expectations.

Hypothesis 2: E-WOM has a significant positive effect on purchase intention

Referring to Table 2, the relation between E-WOM and purchase intention obtained a P-Values of 0.000 and a sample mean of 0.322. This signifies E-WOM has a significant positive effect on purchase intention. This result proves the hypothesis that has been submitted previously and is strengthened by previous research from Imbayani & Gama (2018); LY & Le-Hoang (2020); Cuong (2021); Kesumahati & Raymond (2021); also Tariq et al. (2017). To convince consumers of purchase intentions, consumers generally first collect and read information or suggestions from online reviews provided by other consumers. Some consumers will feel worried about purchasing decisions if they do not see the reviews first. Supported by advances in information technology that help spread information about someone's testimony about a product via the internet, making it easier for consumers to collect information. If consumers often get advice to try and obtain positive information about the product, the consumer desire to buy will be stimulated. The research contradicts the results of this hypothesis, namely Karya et al. (2021).

Hypothesis 3: Brand awareness has a significant positive effect on purchase intention

Referring to Table 2, the relation between brand awareness and purchase intention obtained a P-Values of 0.003 and a sample mean of 0.189. This signifies brand awareness has a significant positive effect on purchase intention. This is proven and strengthened by the results of previous studies from Tsabitha & Anggraeni (2021); Nusraningrum & Gading (2021); Tariq et al. (2017); also Arshad & Victor (2020). When a product or brand is often

heard and has characteristics that are easily recorded in the minds of consumers, it can stimulate consumer buying interest. High brand awareness can cause consumers to think of South Korean cosmetics and skincare as an option for beauty products when they want to make a purchase. The ability of consumers to recognize a brand can be in the form of brand strength that is recorded in the minds of consumers. The research that has the opposite result is the study by Koliby & Rahman (2018).

Hypothesis 4: Sender's expertise has a significant positive effect on purchase intention

Referring to Table 2, the relation between sender's expertise and purchase intention obtained a P-Values of 0.903 and a sample means of -0.007. This signifies the sender's expertise doesn't have a significant positive effect on purchase intention and this hypothesis is not proven. This result is supported by previous studies by Utami et al. (2020) that also showed similar results. When consumers have the desire to buy a product, consumers will see some reviews first. However, respondents are not very interested in the expertise of the sender when reading online reviews. Studies that contradict the results of this hypothesis, namely Zulkiffli et al. (2017); Gürcü & Korkmaz (2018); and Tajuddin et al. (2020).

Hypothesis 5: E-WOM has a significant positive effect on brand image

Referring to Table 2, the relation between E-WOM and brand image obtained a P-Values of 0.000 and a sample mean of 0.412. This signifies E-WOM has a significant positive effect on brand image, so this hypothesis is proven. Research that supports this hypothesis are Dyanthi & Seminari (2021); Putra et al. (2020); Rahman et al. (2020); and Tariq et al. (2017). The more often consumers get information about other consumer experiences, product advantages, suggestions, or encouragement to try the product, it can affect consumer perceptions. Consumers will have an idea about the quality, characteristics, and advantages of the product. Information obtained from other consumers helps potential customers visualize and understand the intangible aspects of a brand. So that the more positive an E-WOM, the more positive the brand image in the eyes of

consumers. However, there are also studies with contradictory results such as Alrwashdeh et al. (2019) and Karya et al. (2021).

Hypothesis 6: Brand awareness has a significant positive effect on brand image

Referring to Table 2, the relation between brand awareness and brand image obtained a P-Values of 0.000 and a sample mean of 0.508. This signifies brand awareness has a significant positive effect on purchase intention. The more brand information that consumers know, the easier it is to remember the product, which will increase the brand image. Increasing brand awareness can be done by increasing effective communication and services to consumers, thus leading to a good brand image in the eyes of consumers. This hypothesis is supported by research from Bilgin (2018); Christiarin & Rahmadilla (2021); Heskiano et al. (2020); Mudzakkir & Nurfarida (2015); Tariq et al. (2017); and Ledikwe (2020).

Hypothesis 7: Brand image has a significant positive effect on purchase intention

Referring to Table 2, the relation between brand image and purchase intention obtained a P-Values of 0.000 and a sample mean of 0.493. This signifies brand image has a significant positive effect on purchase intention. This result is supported by previous studies by Imbayani & Gama (2018); Kesumahati & Jurnal (2020); Karya et al. (2021); Dyanthi & Seminari (2021); and Putra et al. (2020). South Korean cosmetics and skincare have a good brand image such as skin care products with good quality, captivating designs, and effectively attract consumer buying interest. Embedding a positive brand image in consumers can stimulate consumer curiosity about the products offered, thus generating interest in making purchases. The previous study with different results was the research of Tsabitah & Anggraeni (2021).

Indirect Effect Test Results

Table 3 Indirect Effect Test Results

Variable	Sample Mean	P-Values	Description
E-WOM → Brand Image →	0.203	0.000	Significant

Purchase Intention			
Brand Awareness			
→ Brand Image → Purchase Intention	0.250	0.000	Significant

Source: Primary data processed (2022)

Table 3 shows the aspect of the mediating variable, namely brand image. The requirement for the relationship between variables to be declared to have a significant indirect effect is to obtain a value of P-Values less than 0.05 [35]. Referring to Table 3, the discussion of the hypothesis of the indirect effect is as follows:

Hypothesis 8: E-WOM mediated by brand image has a significant positive effect on purchase intention

Referring to Table 3, E-WOM mediated by brand image achieved a positive along with a significant effect on purchase intention, considering a sample mean of 0.203 and P-Values of 0.000. This result is also supported by previous studies by Dyanthi & Seminari (2021); Putra et al. (2020); also Rahman et al. (2020). Positive comments about experience, product quality, and suggestions for trying can create a positive brand image, which in turn will persuade consumers' purchase intention.

Hypothesis 9: Brand awareness mediated by brand image has a significant positive effect on purchase intention

Referring to Table 3, brand awareness mediated by brand image achieved a positive along with a significant effect on purchase intention, considering a sample mean of 0.250 and P-Values of 0.000. These results are also in line with the research obtained by Christiarin & Rahmadilla (2021) also Tariq et al. (2017). The more people recognize the product or brand can help improve the brand image in the minds of consumers, as a result, the consumer's desire to buy will increase.

Coefficient of Determination Test Results

The Adjusted R-Square test was carried out, namely to figure out the magnitude of the influence given by the independent variable on the dependent variable. The greater the value,

the stronger the dependence on the relationship between variables [36].

Table 4 R-Square Adjusted Test Results

Variable	R-Square Adjusted
Brand Image	0.670
Purchase Intention	0.607

Source: Primary data processed (2022)

From Table 4, the magnitude of the influence of E-WOM and also brand awareness on brand image is 0.670 or 67.0%, while 33.0% indicates the influence of external factors. In addition, the magnitude of the influence of brand ambassadors, E-WOM, brand awareness, and sender's expertise toward purchase intention was 0.607 or 60.7%, while the other 39.3% were influenced by other external factors.

CONCLUSIONS AND SUGGESTIONS

This study was conducted to determine the factors that can influence the purchase intention of South Korean cosmetics and skincare. Referring to the results of hypothesis testing, the conclusion obtained is that brand ambassadors have no significant effect on purchase intention. Consumers who are interested in purchasing South Korean cosmetics and skincare do not all depend on the brand ambassador of a brand or company and buy products based on their needs. E-WOM has a significant positive effect on purchase intention. To convince consumers of purchase intentions, consumers generally first collect information or suggestions from online reviews provided by other consumers. Brand awareness has a significant positive effect on purchase intention. When a product or brand is often heard and has characteristics that are easily recorded in the minds of consumers, it can stimulate consumer buying interest. Sender's expertise has no significant effect on purchase intention. Respondents are not very interested in the expertise of the sender when reading online reviews. E-WOM has a significant positive effect on brand image. The more positive E-WOM, the more positive the brand image in the eyes of consumers. Brand awareness has a significant positive effect on brand image. The more brand information that consumers know, the easier it is to remember the product, which will increase the brand image. Brand image has a significant positive effect on purchase intention. South

Korean cosmetics and skincare have a good brand image such as skin care products with good quality, captivating designs, and effectively attract consumer buying interest. E-WOM mediated by brand image has a significant effect on purchase intention. Positive comments about experience, product quality, and suggestions for trying can create a positive brand image, which in turn will persuade consumers' purchase intention. Brand awareness mediated by brand image has a significant effect on purchase intention. The more people recognize the product or brand can help improve the brand image in the minds of consumers, as a result, the consumer's desire to buy will increase.

Suggestions that can be given to companies in increasing the number of South Korean cosmetics and skincare consumers are by paying attention to E-WOM, brand awareness, and brand image. Companies should open various online platforms that are easily accessible by consumers, where these online platforms can be used to provide reviews and comments on the products offered by the company. In addition, companies can increase consumer brand awareness by conducting broadly attractive promotions to attract consumers' attention. The company can also survey the needs of target consumers in Indonesia which may be different from South Korea so Indonesian consumers are aware and have more desire to look deeper into South Korean cosmetics and skincare. The rise of South Korean culture in Indonesia, can be a good opportunity for companies to build brand awareness. Companies also need to pay attention to the company brand image by informing consumers about the uniqueness, quality, effectiveness, and advantages of the products offered to consumers.

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