

The Role Of BTS Endorsements In The Decision To Purchase Kenangan Coffee

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Abstract . The purpose of this study is to investigate and evaluate the impact of brand image on consumer motivation for Kopi Kenangan X BTS purchases as well as the mediating role of celebrity endorsers. Explanatory research was used in the design of the study. The respondents in the study were Indonesian Twitter users who are fans of BTS. Purposive sampling was employed to select 103 respondents for the sample. The data analysis technique used in this study, which computes using SPSS 22 software, is path analysis. The findings of the study demonstrate that: Celebrity endorsers significantly and favorably impact brand image.

Keywords: buying motivation, brand image, and celebrity endorser.

INTRODUCTION

The growingly popular Hallyu phenomenon, particularly in Asia, has greatly benefited a number of businesses, including advertising, music, film, food, K-Beauty, and tourism. Manufacturers have capitalized on the phenomena of the Korean wave, which has become more prevalent in daily life, to start a trend in which Korean celebrities work with brands across a variety of product categories, particularly food. The extensive fan base of K-Pop and K-Drama in Indonesia indicates that the trend of brands working with South Korean celebrities is still going strong, according to the 2020 Katadata poll results.

There are more and more companies in Indonesia offering similar products, indicating that the snack food market, particularly biscuits, is expanding. This means that consumers have a wide variety of sandwich biscuit options to choose from. Table 1 shows that Kopi Kenangan consistently sees annual growth and beats similar brand items, suggesting that it leads the Indonesian sandwich biscuit industry. To maintain an advantage over rivals, Kopi Kenangan also makes use of the phenomenon of celebrity collaboration. Though Kopi Kenangan hasn't officially launched the product yet, fans are already getting excited on social media because the brand appears to be trying to replicate the success of its previous partnership with Lady Gaga and the Supreme fashion brand. This time, Kopi Kenangan has enlisted BTS as a celebrity endorser to offer Kopi Kenangan X BTS.

The effectiveness of viral marketing and celebrity endorsements may depend in part on brand image. According to Djawa (2020), a brand's image is an association that is formed by specific sensations, impressions, or thoughts that people associate with the brand. This

association is active in memory when people think about the brand. The requirement that the celebrity's image and the brand's image align is what makes an endorsement successful. The foundation of a successful viral marketing strategy is content that is produced and distributed in line with a brand's image. People will willingly share the content with others in their immediate vicinity if they enjoy it and find it educational.

The identification of this study challenge is rooted in the question of what genuinely spurs BTS fans to purchase Kopi Kenangan X BTS, given that individual consumers have varying reasons for doing so. Additionally, a collaboration typically involves time and product quantity restrictions. Aside from that, viral marketing's impacts occasionally only last a short while (Djawa, 2021). The growingly popular Hallyu phenomenon, particularly in Asia, has greatly benefited a number of businesses, including advertising, music, film, food, K-Beauty, and tourism. Manufacturers have capitalized on the phenomena of the Korean wave, which has become more prevalent in daily life, to start a trend in which Korean celebrities work with brands across a variety of product categories, particularly food. The extensive fan base of K-Pop and K-Drama in Indonesia indicates that the trend of brands working with South Korean celebrities is still going strong, according to the 2020 Katadata poll results.

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METHOD

Explanatory research was used in the design of this study in order to evaluate developed hypotheses and explain the link between the variables to be researched (Gratton & Jones, 2010:7; Priyono, 2008:38). The respondents in the study were Indonesian Twitter users who are fans of BTS. Purposive sampling was employed to select 103 respondents for the sample.

The reliability of the instrument is tested using the Cronbach's Alpha value, whilst the validity of the instrument is tested using Pearson in this study. The data analysis approach used in this study is called path analysis, and SPSS 22 software helps with the computations. The dependent variable in this study is the reason behind the purchase choice, the intervening variable is brand image, and the independent factors are celebrity endorsers and viral marketing. The Sobel test is used to ascertain the mediating effect of brand image in hypothesis testing, whereas the t test is used to demonstrate the significance of each independent variable's influence on the dependent variable.

RESULTS AND DISCUSSION

Table 1. Hypothesis Test Results (t Test)

Jalur	tcount	ttable	Sig.	Description
X1 → Z	6,819	1,981	0,000	Significant
X2 → Z	4,721	1,981	0,000	Significant
X1 → Y	3,128	1,981	0,002	Significant
X2 → Y	2,627	1,981	0,010	Significant
Z → Y	4,320	1,981	0,000	Significant

Source: Processed data, 2023

This research does not require trimming theory because based on the results of path analysis and hypothesis testing, all variables have a significant effect with a significance value of <0.05.

a. Celebrity Endorser (X1) on Brand Image (Z) obtained a tcount value of $6.819 \geq t_{table}$ 1.981 and a significance value of $0.000 \leq 0.05$, this indicates that

Celebrity endorsers have a significant and positive influence on the brand image of Kopi Kenangan X BTS.

b. Viral Marketing (X2) on Brand Image

(Z) obtained a tcount value of $4.721 \geq t_{table}$ 1.981 and a significance value of $0.000 \leq 0.05$, this indicates that viral

marketing has a significant and positive effect on the brand image of Kopi Kenangan X BTS.

c. Celebrity Endorser (X1) on Motivation

Purchase Decision (Y) obtained a tcount value of $3.128 \geq t_{table}$ 1.981 and a significance value of $0.002 \leq 0.05$, this indicates that celebrity endorsers have a significant and positive influence on the motivation for the purchase decision of Kopi Kenangan X BTS.

Based on Table 7, it can be seen that all variables have a significant effect.

a. Brand image as mediating influence

celebrity endorser on purchasing decision motivation obtained a significance value of $0.011 \leq 0.05$, this indicates that the brand image is capable of The more positively customers see a brand, the stronger the brand image of the endorsed product rises. The Impact of Famous People's Endorsements on Brand Recognition.

According to the research findings, celebrity endorsers significantly and favorably impact brand image. This means that the more successfully BTS presents Kopi Kenangan X BTS as a celebrity endorser, the stronger the brand image of Kopi Kenangan X BTS will be. Using celebrities as brand ambassadors can help companies build a positive reputation among consumers. The product Kopi Kenangan X BTS had unique packaging that was nearly comparable to BTS, and most respondents thought BTS had a solid reputation.

Viral Marketing's Effect on Brand Image

According to the research findings, viral marketing significantly and favorably affects brand perception. This means that the more favorably the audience views the viral marketing content, the more favorable the brand image of Kopi Kenangan X BTS items would be. Viral marketing content that is well-crafted can fortify customers. Most responders are interested in what Kopi Kenangan X BTS posts on Twitter and believe that the Kopi Kenangan The indication that has the greatest ability to affect brand image is the curiosity indicator. Content that aligns with a brand's image is essentially what drives viral marketing success (Kotler et al., 2009).

The Impact of Celebrity Endorsements on the Motivation Behind Purchases

The study's findings demonstrate the strong and positive impact of celebrity endorsers on consumers' motivation to make purchases. In other words, the more successful BTS is in promoting Kopi Kenangan X BTS products, the greater the consumer's desire to buy those products. The majority of respondents thought that BTS had a good reputation, and the signs that had the greatest potential to motivate a purchase are those related to acquiring Kopi Kenangan Trust. Since the announcement of this partnership, fans have not stopped wanting to enjoy Kopi Kenangan as well as getting photocards and personalized AI videos of their idols because it suits their preferences. BTS has emerged as one of the most influential K-Pop icons for the current generation in the last ten years. Customers tend to form strong attachments to goods and services because they typically select goods and services based on what they believe will meet their needs, particularly attractive goods and services that cater to their tastes and offer unique benefits (Sugandi et al., 2022). they became curious and excited on social media until it went viral on Twitter and then flocked to buy the product. Viral marketing triggers Fear of Missing Out (FOMO) among consumers, when those around them buy products, consumers are also motivated to want to buy (Saepudin et al., 2022).

The Influence of Brand Image on Purchasing Decision Motivation

The research results prove that brand image has a significant and positive effect on purchasing decision motivation, meaning that the stronger the brand image projected to consumers, the higher the motivation for purchasing decisions for Kopi Kenangan X BTS products. The majority of respondents assessed that the Kopi Kenangan X BTS product had special packaging that was very identical to BTS and that purchasing Kopi Kenangan

Uniqueness indicators are the indicators that can most influence purchasing decision motivation. Brand image is seen as a perception and belief in a brand that is stored in the minds of consumers (Djawa et al., 2022).

CONCLUSION

The research results prove that celebrity endorsers have a significant and positive influence on brand image; viral marketing has a significant and positive effect on brand image; celebrity endorsers have a significant and positive effect on purchasing decision motivation; viral marketing has a significant and positive effect on purchasing decision motivation; brand image has a significant and positive effect on purchasing decision motivation; celebrity endorsers have a significant and positive influence on purchasing decision motivation through brand image; viral marketing has a significant and positive effect on purchasing decision motivation through brand image.

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