

RESEARCH PAPER

**THE INFLUENCE OF KOREAN WAVE AND K-POP GIRL GROUP
“NEWJEANS” AS BRAND AMBASSADOR ON MCDONALD’S
PURCHASE DECISION THROUGH BRAND IMAGE
(Study on K-Pop Girl Group NewJeans Fans Community “Bunnies” in
Indonesia)**



Submitted To Complete Requirements in Obtaining Bachelor’s Degree in
Management Study Program

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THE INFLUENCE OF KOREAN WAVE AND K-POP GIRL GROUP
"NEWJEANS" AS BRAND AMBASSADOR ON MCDONALD'S
PURCHASE DECISION THROUGH BRAND IMAGE

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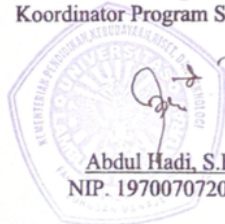
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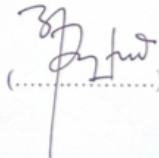
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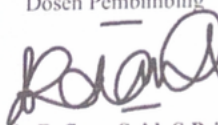
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SURAT PERNYATAAN ORISINALITAS

Saya yang bertanda tangan di bawah ini menyatakan dengan sesungguhnya, bahwa Skripsi ini merupakan hasil penelitian yang telah saya lakukan. Segala kutipan dan bantuan dari berbagai sumber telah diungkapkan sebagaimana mestinya. Skripsi ini belum pernah dipublikasikan untuk keperluan lain oleh siapa pun juga. Apabila di kemudian hari ternyata pernyataan saya ini tidak benar, maka saya bersedia menerima akibat hukum dari ketidakbenaran pernyataan tersebut.

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PREFACE

All praise and gratitude to Allah SWT, who has bestowed all his grace and guidance so that the author can complete this thesis with the title "**The Influence of Korean Wave and K-Pop Girl Group "NewJeans" as Brand Ambassador on McDonald's Purchase Decision through Brand Image (Study on K-Pop Girlgroup NewJeans Fans Community "Bunnies" in Indonesia).**"

This thesis is prepared to fulfill one of the requirements for obtaining a bachelor's degree in Management at the Faculty of Economics and Business, Lambung Mangkurat University. In preparing this thesis, the author realizes that this thesis is far from perfect because of the author's limited experience and knowledge.

Many parties help, guide, and support the author in writing this thesis. Therefore, on this occasion, with full humility, the author would like to express his deepest gratitude for all the help, both moral and material, that has been given by all parties in the preparation of this thesis; with the utmost sincerity, the author would like to thank:

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ABSTRACT

Della Sapitri (2024). The Influence of Korean Wave and K-Pop Girlgroup “NewJeans” as Brand Ambassadors on McDonald’s Purchasing Decisions through Brand Image (Study on the NewJeans Girlgroup Fan Community “Bunnies” in Indonesia). Advisor: Laila Refiana Said

This study aims to analyze (1) the effect of the Korean wave on purchase decisions, (2) the effect of brand ambassador on purchase decision, (3) the effect of Korean wave on brand image, (4) the effect of brand ambassador on brand image, (5) the effect of brand image on purchase decision, (6) the effect of Korean wave on purchase decision mediated by brand image, (7) the effect of brand ambassador on purchase decision mediated by brand image.

This study uses quantitative research methods with purposive sampling techniques. The population and sample in this study were Fans of Girlgroup NewJeans “Bunnies” with a sample size of 200 respondents. This research data was analyzed using Partial Least Square Path Modeling (PLS-SEM).

The results of this study indicate that the Korean wave has a significant influence on purchase decisions. The brand ambassador has a significant influence on purchase decisions. The Korean wave has a significant influence on brand image. Brand ambassadors have a significant influence on brand image. Brand image has a significant influence on purchase decisions. The Korean wave partially influences purchase decisions mediated by brand image. Brand ambassadors partially influence purchase decisions mediated by brand image.

Keywords: Korean Wave, Brand Ambassador, Purchase Decision, Brand Image

ABSTRAKSI

Della Sapitri (2024). Pengaruh Korean Wave dan K-Pop Girl Group “NewJeans” sebagai Brand Ambassador pada Keputusan Pembelian McDonalds melalui Brand Image (Studi pada Komunitas Fans Girlgroup NewJeans “Bunnies” di Indonesia). Pembimbing: Laila Refiana Said

Penelitian ini bertujuan untuk menganalisis: (1) pengaruh Korean wave terhadap purchase decision, (2) pengaruh brand ambassador terhadap purchase decision, (3) pengaruh Korean wave terhadap brand image, (4) pengaruh brand ambassador terhadap brand image, (5) pengaruh brand image terhadap purchase decision, (6) pengaruh Korean wave terhadap purchase decision yang dimediasi oleh brand image, (7) pengaruh brand ambassador terhadap purchase decision yang dimediasi oleh brand image.

Penelitian ini menggunakan metode penelitian kuantitatif dengan teknik purposive sampling. Populasi dan sampel pada penelitian ini adalah Penggemar Girlgroup NewJeans “Bunnies” dengan jumlah sampel sebanyak 200 responden. Data penelitian ini dianalisis dengan Partial Least Square Path Modeling (PLS-SEM).

Hasil penelitian ini menunjukkan bahwa Korean wave memiliki pengaruh signifikan terhadap purchase decision. Brand ambassador memiliki pengaruh signifikan terhadap purchase decision. Korean wave memiliki pengaruh signifikan terhadap brand image. Brand ambassador memiliki pengaruh signifikan terhadap brand image. Brand image memiliki pengaruh signifikan terhadap purchase decision. Korean wave memiliki pengaruh signifikan terhadap purchase decision yang di mediasi oleh brand image. Brand ambassador memiliki pengaruh signifikan terhadap purchase decision yang di mediasi oleh brand image.

Kata Kunci: *Korean Wave, Brand Ambassador, Purchase Decision, Brand Image*

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