

THESIS

**THE INFLUENCE OF KOREAN WAVE AND BRAND
AMBASSADOR NCT127 AS THE NÜ GREEN TEA BRAND
AMBASSADOR ON PURCHASING DECISIONS IN
MAKASSAR, SOUTH SULAWESI**

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**MANAGEMENT DEPARTMENT
FACULTY OF ECONOMIC AND BUSINESS
UNIVERSITAS HASANUDDIN
MAKASSAR
2021**

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2021**

THESIS

**THE EFFECT OF INVESTMENT MOTIVATION
AND INVESTMENT KNOWLEDGE TOWARDS
INVESTMENT INTEREST IN CAPITAL MARKET IN
FEB UNHAS STUDENTS**

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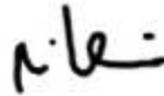
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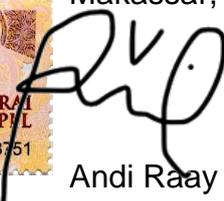
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Makassar, 14th June 2021


Andi Raay Tenri Sali Gani

PREFACE

I give thanks to God Almighty for His blessings and gifts so that this thesis can be completed. This thesis is the final project to achieve a Bachelor of Economics (SE) degree at the Department of Management, Faculty of Economics and Business, Hasanuddin University.

Researchers would like to thank all those who have helped in the completion of this thesis. First of all, a thank you is given to Prof. Dr. Muh. Idrus Taba, SE. M.Si and Dr. Haeriah Hakim, SE., M.Mktg. as a supervisor for the time that has been spent to guide, provide input, provide advice, and provide motivation, as well as discussions that have been carried out.

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Thanks are given to all the respondent (Junior High School, Senior High School, and University) in Makassar, South Sulawesi for being willing to be respondents in this study so that this thesis can be completed. Hopefully the assistance provided by all parties get a reply from God. Do not forget the researchers also thank my parents, sister, psychologist and families for all the assistance provided, advice and motivation during this thesis research.

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Finally, to some people who have stopped in the life of researchers I want to say thank you for motivating researchers to become better personalities and to anyone who knows researchers and helps researchers in completing this work, thank you and I am sorry for not being able to be called one by one.

It is realized that this Thesis is certainly still far from perfection as a scientific work, if there are errors in this thesis it is entirely the responsibility of the researcher and not the aid providers. Therefore, constructive criticism and suggestions will be very useful to further refine this thesis.

Makassar, April, 30th 2021

Andi Raay Tenri Sali Gani

ABSTRACT

THE INFLUENCE OF KOREAN WAVE AND BRAND AMBASSADOR NCT127 AS THE NÜ GREEN TEA BRAND AMBASSADOR ON PURCHASING DECISIONS IN MAKASSAR, SOUTH SULAWESI

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This research aims to determine the effect of Brand Ambassador and Korean Wave on purchase decision. This research conducted to see if there is influence of youth in Makassar to buy the Nu Green Tea product. The youth are divided from Junior High School Students, Senior High School Students, and University Students who have buy Nu Green Tea product. The data used in this study were obtained from a primary data, which is questionnaire. The sampling method uses purposive sampling method. The number used was 399 students in Makassar. The analytical method used is descriptive statistics method and Path analysis with the application of SPSS 23 for Mac. The research finding show that the variables of Brand Ambassador and Korean Wave together have a significant effect on Purchase Decision of Nu Green Tea towards youth people in Makassar. Based on the research results partially from the two variables independent, namely the Brand Ambassador and Korean Wave show that has a significant influence on purchase decision with direct or indirect effect.

Keyword: Brand Ambassador, Korean Wave, Purchase Decision, NCT127, Nü Green Tea

TABLE CONTENTS

COVER PAGE	i
APPROVAL PAGE	iii
STATEMENT OF AUTHENTICITY	v
PREFACE	vi
ABSTRACT	vii
TABLE CONTENTS	viii
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF APPENDIX	xii
CHAPTER I INTRODUCTION	1
1.1. Background of The Study	1
1.2. Research Questions	12
1.3. Research Objectives	12
1.4. Significance of The Research	12
1.5. Writing Systematics.....	13
CHAPTER II LITERATURE REVIEW	14
2.1 Theoretical Framework.....	14
2.1.1. Brand Ambassador	14
2.1.2. Objectives the use of Brand Ambassador	15
2.1.3. Brand Ambassador Indicators.....	16
2.1.4. Korean Wave	18
2.1.5. Indicators of Korean Wave.....	20
2.1.6. Consumer's Purchasing Decision	21
2.1.7. Process of Consumers on Purchasing Decision	23
2.1.8. Types of Consumers Purchase Decision	24
2.1.9. Purchasing Decision Indicators.....	25
2.2. Prior Research.....	26
2.3. Research Framework	27
2.4. Research Hypothesis.....	28
CHAPTER III RESEARCH METHOD	29
3.1. Research Design	29
3.2. Place and Time of The Research.....	29
3.3. Population and Sample.....	29
3.3.1. Population.....	29
3.3.2. Samples.....	30
3.4. Types and Source of Data	31
3.4.1. Types of Data	31
3.4.2. Source of Data.....	31
3.5. Data Collection Technique.....	31
3.6. Research Variables and Operational Definitions.....	32
3.6.1. Research Variables.....	32
3.6.2. The Definition of Operational	33
3.7. Measurement Scale.....	34
3.8. Test Validity and Reliability	35
3.9. Data Analysis Techniques	36

3.10. Index Analysis Techniques	36
3.11. Inferential Statistics	39
3.12. Path Analysis	39
3.13 Hypotesis Test.....	42
CHAPTER IV RESEARCH RESULTS AND DISCUSSION	43
4.1. A General Description of The Company.....	43
4.2. Vision and Mission of PT. ABC President Indonesia.	44
4.2.1 The Vision.....	44
4.2.2 The Mission	44
4.2.3 Company Values	44
4.3. PT. ABC Indonesia Organizational Structure.....	45
4.4 Comparison of Korean Wave and Western Culture ..	47
4.5. Analysis of Characteristics of Respondents	50
4.5.1 Characteristics of Respondents by Age	50
4.5.2 Characteristics of Respondents by Education .	51
4.5.3 Characteristics of Respondents by Gender	51
4.6 Descriptive Analysis	51
4.6.1 Determination of Range	51
4.6.2 Description of Brand Ambassador (X1) and Score Calculation	52
4.6.3 Description of Korean Wave (X2) and Score Calculation	53
4.6.4 Description of The Variable of Purchase Decision (Y)and Score Calculation	54
4.7 Validity and Reliability Test.....	56
4.7.1 Validity Test	56
4.7.2 Reliability Test.....	57
4.8 Path Analysis	58
4.8.1 Results Study of Estimation Variables – Research Variables	58
4.8.2 The Results of The Research Hypothesis	64
CHAPTER V CONCLUSION AND SUGGESTION	66
5.1. Conclusion	66
5.2. Suggestions	66
BIBLIOGRAPHY	68
APPENDIX.....	71

LIST OF TABLES

Table 1.1	Top 10 Tea Packaged Drinks	2
Table 1.2	Top Brand Index in Packaged Green Tea in 2018 – 2020.....	5
Table 1.3	Best Packaged Green Tea Drink in Indonesia in 2019	11
Table 2.1	Prior Research List	26
Table 3.1	Total of Junior High School, Senior High School and University Student in Makassar.....	30
Table 3.2	The Definition of Operational	33
Table 4.1	Profile PT. ABC President Indonesia	43
Table 4.2	Table of Respondents by age	50
Table 4.3	Table of Respondents by Education	51
Table 4.4	Table of Respondents by Gender.....	51
Table 4.5	Respondents response to Brand Ambassador	52
Table 4.6	Respondents response to Korean Wave	53
Table 4.7	Respondents response to Purchase Decision	54
Table 4.8	The Result of Validity Test	56
Table 4.9	The Result of Reability Test	57
Table 4.10	Model Summary of Brand Ambassador and Korean Wave on Purchase Decision	58
Table 4.11	Coefficients of Brand Ambassador and Korean Wave on Purchase Decision	59
Table 4.12	Model Summary of Brand Ambassador on Korean Wave	60
Table 4.13	Coefficients of Brand Ambassador on Korean Wave	60

LIST OF FIGURE

Figure 2.1 The Process of Purchasing Decision	21
Figure 2.2 Research Framework	28
Figure 3.1 Path Diagram	40
Figure 4.1 Logo of PT. ABC President Indonesia.....	43
Figure 4.2 Organizational Structure of PT. ABC President Indonesia	45
Figure 4.3 Path Diagram Result	63

LIST OF APPENDIX

1. Biography	72
2. Questionnaire	73
3. PT. ABC President Indonesia Organizational Structure	76
4. Identity Data Respondents.....	77
5. Validity and Reliability Test Results	88
6. Path Analysis Test Results	91

CHAPTER I

INTRODUCTION

1.1 Background of the study

Entering the Era of Free Trade, many companies sector plays a strategic role in fueling the economic growth of the country, including Indonesia. This is reflected in the policy of the Indonesian government, which increasingly leads to align in line with the spirit of Nine Jokowi-JK Priority Agenda in 2014, which focuses on the priority of the road to a politically sovereign Indonesia focused is independent of the economy and personality in the culture. The Indonesian government tries to improve the productivity and competitiveness of the people internationally and to promote economic independence by weighting the strategic sectors of the domestic economy (Sondakh, Christiananta, & Ellitan, 2018).

In order to do that, competition in the business world is increasing in various companies engaged in the trade and service industries due to the development of science and technology. The food and beverage industry has a significant contribution, especially in Indonesia (Ragimun & Widodo, 2019). The fact that, the contribution of this industry to the non-oil and gas industry's GDP reaches almost 34 percent. Therefore, many industry and companies make various efforts to attract consumers to compete in the global market.

However, the challenges and opportunities exist alongside increasing investment in the food and beverage sector in Indonesia as well as strengthening the competitiveness of the food and beverage industry in Indonesia. The result show that the competitiveness of Indonesian food and beverage products still needs to be improved to win the competition in the current age of globalization (Ragimun & Widodo, 2019). In Indonesia there are various of of food and beverages category. for instance, from the industry of coffee to tea. One of the

famous and well-known industry is the Tea packaged drinks. According to the Top Brand Index, the top three of tea packages drinks are Nü Green Tea, Teh Pucuk Harum and Frestea Green.

Table 1.1 Top 10 Tea Packaged Drinks

No	Brand	TBI 2020
1	Nu Green Tea	42.2%
2	The Pucuk Harum	34.7%
3	Frestea Green	29.2%
4	Teh Botol Sosro	17.5%
5	Teh Gelas	13.0%
6	Ichi Ocha	11.2%
7	Frestea	10.4%
8	Joy Tea	5.1%
9	Moun Tea	5.0%
10	Lipton	3.2%

Source: Top Brand Index, 2020

The performance prospects of the food and beverage industry can continue to improve, specially in ASEAN market. Therefore, The marketers are formulating and implementing different strategies in order to retain existing customers and attract new customers. Several strategies can be used by companies in facing business competition in several ways, including by applying economic prices, corporate cooperation, mass media promotion, using figures as endorsers and ambassadors, and several other ways.

Kotler and Keller (2007) state that a brand is a means of differentiating an item from one producer to another. The brand of a company can provide benefits for producers and consumers. Kenapp (2001) states that brands can provide benefits to customers and brands will facilitate efficient communication to consumers. One of the marketing strategy used by various companies is to use brand ambassadors. In order to achieve the company's goal of attracting the attention of consumers, which in turn will refer to the purchase decision of the

buyer. A purchase decision is a decision to continue or not continue a purchase (Kotler & Keller, 2012).

Purchasing decisions are a process of making a real product purchase. The tighter competition in the instant / packaged beverage market is shown by the incessant efforts of each company in seeking the attention of potential customers through marketing communications in various available media platforms. The creation of value for customers is not solely a result of the brand name, but considers the results of the communication and marketing activities carried out by the company. In this case, communication plays an important role in informing consumers of the products they sell. One of the driving factors that lead to consumer purchasing decisions is to use different strategies to compete with other rivals, such as the use of a *Brand Ambassador*. They act as an identity that acts as a marketing tool to represent a product (Lea-Greenwood, 2012).

It is undeniable that the Indonesian people have a big interest in all things Korean. Starting from drinks, food, clothing, to electronic products. So it's not wrong if business people finally hook the stars from the country of Ginseng to become their brand ambassadors. From year to year, the number of Korean celebrities who starred in advertisements for Indonesian products has also increased. In March 2020, NCTzen (as NCT 127's fan name) was shocked by the appearance of a Nu Green Tea beverage product advertisement, starring NCT 127. The ad even became a trending topic on Twitter accompanied by the ad slogan "Fix Enak".

NCT 127 is the second sub-unit of the South Korean male vocal group, NCT, based in Seoul. This unit has ten members. NCT 127 debuted on July 7, 2016 with their first mini album NCT # 127, with seven members (Taeyong, Taeil, Yuta, Jaehyun, Winwin, Mark and Haechan). Doyoung and Johnny joined the unit

on December 27, 2016, while Jungwoo joined on September 17, 2018. Their unit name is derived from the NCT acronym for Neo Culture Technology and the number 127 which marks the longitude coordinates of Seoul.

The popularity of NCT 127 from the beginning until now has been very high and has managed to attract the attention of their fans. Evidenced by several concerts on his world tour and several awards they have received. The group under the auspices of SM Entertainment is working with PT ABC President Indonesia for Nu Green Tea products. This tea drink presents an exclusive packaging with photos of the nine members of NCT 127 on each bottle. NCT 127 fans, namely NCTzen, immediately enthusiastically collected the nine types of tea product bottles. Not only that, Nu Green Tea also distributed exclusive lockscreens and signed albums by NCT 127 personnel for those who bought a special edition of Nu Green Tea.

One of the packaged tea industry companies that rely on NCT 127 as the brand ambassador is PT. ABC President Indonesia with Nü Green Tea products. Nü Green Tea is known as an instant bottle of tea that has a various flavor and unique taste. because of that to increase the sales of their product PT. ABC President Indonesia as the producer of Nü Green Tea competes to find ways to promote. Nü Green Tea is ready to serve green tea drinks in 330 ml and 500 ml PET bottles which are processed through aseptic filling technology for sterile results, superior taste, and preservative-free. Made from natural green tea, without coloring ingredients, without artificial sweeteners, and rich in polyphenol as antioxidants.

According to the table below, the Nü Green Tea brand was the one of the top brand in Indonesia, beating other Indonesian brands within 3 years. The

popularity of Nü Green Tea was also driven aggressively followed by the marketing strategy of Nü Green Tea.

Table 1.2 Top Brand Index in Packaged Green Tea in 2018 – 2020

No	Brand	Top Brand Index		
		2018	2019	2020
	year	2018	2019	2020
1.	Nu Green Tea	33.4%	49.2%	42.2%
2.	Frestea Green Tea	20.5%	29.8%	29.2%
3.	Ichi Ocha	20.0%	10.2%	11.2%
4.	Joy Tea	7.7%	1.4%	5.1%

Source: Top Brand Index, 2020

However, in 2011 the “Nü Green Tea” brand experienced a decline in its brand index, this was driven by a problem or a decline in the Nü Green Tea brand itself. Because for 3 consecutive years, namely 2009, 2010, 2011, the brand "Nu Green Tea" was included in the top three ranks and took first place in the category of bottled drinking water along with the brands "Frestea Green" and "Sosro Green - T". However, in 2011 the “Nu Green Tea” brand experienced a 5% drop in the top brand index, making the Nu Green Tea brand no longer in the first position because it was taken over by the Freatea green brand.

Green certainly indicates a problem or decline in the Nu Green Tea brand. In addition, there must be a decline in product sales, if a decrease in sales indicates that there is a decrease in purchasing decisions for Nu green tea brand products. Therefore, PT. ABC President Indonesia is improving its marketing strategy (Satriawan, 2012).

PT ABC President with Nu Green Tea products began to enter the market in September 2005. After the ingenuity of Nu Green Tea's green tea products, many other brands emerged, namely packaged green tea. Every green company

is ready to strive to continue to increase its market by monitoring and trying to meet consumer needs. In this case, addressing this, between the slumping national economic conditions and business opportunities, every company tries to implement the right marketing strategy or method, the companies must be better prepared for this era. Moreover, in this globalization era, a new phenomenon will emerge, namely global consumers (global consumers).

In order to solve a critical consumer problem, consumers do not only pay attention to the usefulness of the product, but also from the variety, quality, cost, and customer satisfaction itself. As a result, the company must increase its competitiveness to maintain its business continuity through various improvements, both in terms of price, promotion, product quality, distribution, sales and service strategies. Every company is required to always innovate in its products and services in order to survive the competition and to attract the attention of potential customers, so as to create loyalty from the consumers themselves.

The marketing mix strategy or better known as the 4P (product, place, promotion and price) for goods and plus 3P (people, process, physical evidence) for services. Product, process and people are the three pillars of service which are all important and cannot be ignored by the company. The implementation of the right marketing strategy can influence potential customers to make purchasing decisions and loyalty. This happens because prospective consumers are influenced by their thinking on the knowledge information obtained. Where the factors of product quality and innovation, price, promotion, location and service quality are several other factors that influence consumer consideration in purchasing decisions and remain loyal to these products.

The tea beverage market in Indonesia which is increasingly segmented and there are still large market opportunities opening up is the background for the launch of a new variant of Nu Green Tea Royal Jasmine by PT. ABC Indonesia. Nu Green Tea Royal Jasmine was created to meet market demand. Currently, no industry has dared to produce a combination of green tea and rock sugar in PET packaging.

Various approaches were taken while remaining focused on the ready-to-serve beverage market (RTD). Among them are aggressive expansion of the distribution network (modern, GT & on-premise), conducting aggressive promotional campaigns including regular display placements, commercial TV campaigns, social media and brand ambassadors and attractive pricing strategies (Rahmi & Purwanti, 2016).

Marketing is a process by which companies create value for customers and build strong relationships with customers, to capture customer value in return (Kotler & Armstrong, 2012: 29). Meanwhile, Kotler and Keller said that marketing is a societal process in which individuals and groups get what they need and want by creating, offering, and exchanging processes. Besides advertising, brand ambassadors can also influence purchasing decisions. According to Lea-Greenwood (2012: 88) in Muhammad *et. al.* (2014).

A brand ambassador is a tool used by companies to communicate and connect with the public, regarding how they enhance sales. The use of brand ambassadors is done by companies to influence or engage consumers. This concern to consumer interest to have the product. PT. ABC President Indonesia realised that Indonesia is one of the markets *Korean wave* largest in Indonesia. *Korean Wave* in this case can be defined as a form of dissemination of cultural values from South Korea. This is supported by various kinds of industries that

have entered Indonesia, so that K-pop has become widespread in Indonesia. The spreading of Korean wave has given a huge impact to the changing of the world's preferences. This condition also occurs particularly in Indonesia.

Many people change their preferences of Korean style since Korean wave came to Indonesia especially in Makassar City, South Sulawesi. The entertainment industry is one of the most popular industries in fulfilling the need for fun physically, mentally, and emotionally. One of the entertainment industries that are in great demand is music, including Kpop, a pop music agency that originates from South Korea. Kpop is here thanks to the influence of the Korean Wave in Indonesia.

Korean Wave is the meaning of Korean entertainment that crosses Asia and other parts of the world. The Korean wave shows an extraordinary form of Korean popular culture that introduced through Korean media together with the line of commercial nationalism. Consequently, the regional cultures of Korea become a world trend which is reflected in Korean wave (Lee, 2011). Korean wave or hallyu is one of the forms of the introduction of Korean culture to the international level, started from East Asia in 1990s and lately evolve in the United States, Latin America, the Middle East, and parts of Europe (Lee,2015).

Korean wave gives tremendous effect in the product known and cultural exchanges between different countries. Due to this effect, Korean product and culture has become well-known in Southeast Asia, especially Indonesia. Korean culture and product has been easily infiltrated Indonesian people, even though both countries have different culture. In particular, Indonesia youths give more attention in Korean cultural products and it extends to other things like Korean technology, food, traditional culture and the country itself (Mariani, 2008).

The boy band formed by SM Entertainment, Neo Culture Technology (NCT) is in the public spotlight after carrying out an unusual concept. How not, NCT has many units with an unlimited number of members. NCT personnel do not only come from South Korea. There are also those from Japan, China to Thailand. After four years of being introduced to the public, NCT, which now has four units, has become one of the K-Pop boy groups with a large fanbase.

The first unit of NCT, named NCT U, NCT U was introduced as the first unit in April 2016. When it debuted, this unit was fronted by Taeyong, Jaehyun, Ten, Doyoung, Mark and Tael. This unit can be assembled by members depending on the songs and albums that are being carried. NCT U is not just a comeback with the six names above. Sometimes there are new personnel who join or old personnel do not participate.

NCT 127's second unit, Furthermore, SM Entertainment introduced NCT 127 which was made for the base in Seoul, South Korea. This unit debuted for the first time in July 2016. Unlike NCT U, those who have joined NCT 127 will become permanent members. Even so, this unit still received additional new personnel. Now, NCT 127 is filled by Taeyong, Mark, Jaehyun, Doyoung, Johnny, Haechan, Tael, Winwin, Jungwoo, Yuta. So far, NCT 127 has become the most popular unit in NCT.

NCT Dream's third unit, Unlike before, this unit contains young members. The personnel who are in NCT Dream are under the age of 20. NCT Dream debuted in August 2016 with their hit single, Chewing Gum. This unit consists of Mark, Haechan, Jaemin, Jeno, Jisung, Chenle and Renjun. Members who are over 20 years of age can no longer join NCT Dream. Among the seven of them, Mark was declared graduation first. But in 2020, SM Entertainment changed the concept of NCT Dream. They said the concept of NCT Dream is now like NCT U.

so that NCT Dream members who have passed the age of 20 can still make a comeback with the name NCT Dream in the future.

The fourth unit, WayV Boyband, was deliberately formed for the Chinese market. WayV's base is in China. This unit debuted on January 17, 2019 with members who are predominantly Chinese. WayV personnel include Kun, Winwin, Lucas, Ten, Hendery, Yangyang and Xiaojun. It is not certain that in the future there will be additional or reduced personnel or not. Even so, WayV's songs chose to use Chinese lyrics. While other NCT units still use Korean lyrics.

NCT has a new and unique concept that has never been used by any K-pop group before. In January 2016, SM founder Lee Soo Man introduced NCT, a global group consisting of an unlimited number of members (limitless). NCT made its debut with 15 members from Korea, Japan, Thailand, China, Chicago, and Canada. But in 2020, NCT returned with 23 members. The number of members can continue to increase from time to time, as well as the units within it. Prospective new members of NCT not only come from the Korean country itself but also many from outside South Korea.

Among the various products issued by PT. ABC President Indonesia, the brand "Nü Green Tea" is one of the brands included in the top brand award survey results from Marketing magazine in collaboration with Frontier Consulting Group. The category that was achieved was the green tea category in ready-to-drink packaging. As described in the Marketing magazine edition / 02 / X / FEBRUARY 2010, p. 54 that one of the requirements to achieve top brand is the top / brand index of a brand with a minimum of 10%(Satriawan,2012).

Table 1.3 Best Packaged Green Tea Drink in Indonesia in 2019**TEH HIJAU DALAM KEMASAN SIAP MINUM**

BRAND	TBI 2019	
Nu Green Tea	49.2%	TOP
Frestea Green	29.8%	TOP
Ichi Ocha	10.2%	TOP
Lipton	3.7%	
Joy Tea	1.4%	

Source: <https://www.topbrand-award.com/>

According to the table, In 2019 Nü Green Tea is leading the industry of packaged green tea drink in Indonesia. PT. ABC President Indonesia as the producer of Nü Green Tea in increasing the brand image of Nü Green Tea with the strategy advertising that is interesting with their ambassador from the South Korean boyband NCT127 which are popular by Korean fans in Makassar, it means they are following the trend by using Korean Idol that some other platform already use it such as Tokopedia, Shopee, Luwak White Coffee and other brands.

PT. ABC use the brand ambassador as the form of communication which aims to increase the sales of Nü Green tea. Using a brand ambassador is one effective marketing technique for delivery deals and drawing a lot of attention.

Based on the above background, the writer is interested in doing the research entitled "**The Influence of Korean Wave and Brand Ambassador NCT127 as The Nü Green Tea Brand Ambassador on Purchasing Decisions in the City of Makassar**"

1.2 Research Questions

1. How's the influence of brand ambassador nct 127 and korean wave on purchasing decision nu green tea in makassar?
2. How's the impact of brand ambassadors and Korean wave in influencing purchasing decisions of Nü green tea in Makassar?
3. Whether korean wave mediate the influence of brand ambassador on purchase decision?

1.3 Research Objectives

1. To find out whether there is an effect of brand ambassador and Korean Wavce on purchasing decisions for Nü green tea in Makassar.
2. To find out how much influence the brand ambassador and korean wave has on purchasing decisions for Nü green tea in Makassar.
3. To find out how korean wave mediate the influence of brand ambassador on purchase decision.

1.4 Significance of The Research

Ideally, research is conducted to increase the knowledge, so that any research that has been done is expected to contribute to all concerned parties. This research is expected to be useful:

Firstly, for further study, as a source of information and increase knowledge and insight about the influence or role of brand ambassadors on purchasing decisions.

Second, agencies and companies to provide information and evaluation material for companies to determine how influential brand ambassadors are on purchasing decisions, especially in marketing agencies

Thirdly, for writers, the outcomes of this study can be boarden writer knowledge about marketing strategy.

Fourth, to the reader, as a reference for people who will conduct research in the future.

1.5 Writing Systematics

The writing systematics used in this study are presented to provide an overall picture of the contents of this study. The writing systematics used in this study are as follows:

CHAPTER I	INTRODUCTION
	This chapter describes the background of the study, research question, research objectives, significance of the research, and writing systematics.
CHAPTER II	LITERATURE REVIEW
	This chapter describes the theoretical basis of Brand Ambassador and Purchasing Decision. Afterwards is a description of the relevant research, research framework and research hypotheses.
CHAPTER III	RESEARCH METHODOLOGY
	This chapter describes the research design, location and time, population and sample, types and sources of data, data collection methods, research variables, operational definitions, and data analysis techniques.
CHAPTER IV	RESULT AND DISCUSSIONS
	This chapter describes a general description of the company used as the object of research, general overview of respondents, the result of descriptive analysis techniques used, and discussion of research.
CHAPTER V	CONCLUSION AND RECOMMENDATION
	This chapter describes the conclusions obtained based on the result of research and suggestions that are useful for the company and further research.

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Framework

2.1.1 Brand Ambassador

A brand ambassador is a tool used by companies to communicate and connect with the public, regarding how they enhance sales. The use of brand ambassadors is done by companies to influence or engage consumers. This concern to consumer interest to have the product. In facing business competition, many strategies are carried out by a company to increase public buying interest in a product. Brand Ambassador is one way to attract consumer attention.

The existence of a Brand Ambassador is expected to make consumers get the message to be delivered, socially and commercially. Companies need celebrity endorsements to promote their products, as an effective media tool by which their products reach consumers. The use of Brand Ambassador at this time is one of the marketing strategies for companies to continue to develop and compete in the global market, this is supported by advances in technology and media.

A brand ambassador is someone who is passionate about organization or its brand, and engages in activities, often on social media, that provide brand meaning for consumers (Ambroise, 2014). These terms also expanded through the development of social media technology, where social media platforms enable the transformation of broadcast of monologues into social dialogues. Generally, companies use brand ambassadors for several purposes, but brand ambassadors are often considered a function of word-of-mouth marketing (Groeger, 2014).

Brand Ambassador is someone who is trusted to use their identity, where they acted as a marketer using glory, his individual achievement with the aim of commodification and commercialization of a product (Muhammad, 2014). Meanwhile Royan (2005) argues that a Brand Ambassador is someone that represents and is willing to talk about the product they will represent, in order to give impact to the seller of the product. Basically, a brand ambassador is anyone who is passionate about the brand they will represent, in order to ensure the target of the audience.

Meanwhile, according to Muhammad Iksan (2014), a brand ambassador needs to be carefully trained and properly matched to the brand and the target audience to ensure that the live brand experience will be a success. During the live brand experience they become the identity of the brand, because they are the only human interface between the brand personality and the consumer. They are the people who have the potential to appeal to the desires of the participants and strength than their relationship with the brand (Wardani, 2011). It should be noted that companies use brand ambassadors to influence or invite consumers to be interested in using the product. Because the selection of Brand Ambassador is based on the image of celebrities known by the public.

From the theory that mentioned above, we can conclude that a Brand Ambassador is someone that has a well-known identity and prestige in the community, who will represent a company or product, which will have a major influence on market interest in the brand it represents.

2. 1. 2 Objectives the use of Brand Ambassador

In this case, Brand Ambassador is someone who is well known to promote their product that has functional to (Khatri, 2006):

1. provide testimony (testimonial)
2. provide encouragement and reinforcement (endorsement)
3. Acting as company spokesman
4. Act as actor on the commercial issue they represent

According to Lea-Greenwood, (2012: 87) The main objectives from Brand Ambassador are as a press coverage, changing perceptions of the brand, attracting new Customers and freshening up an existing campaign

2. 1. 3 Brand Ambassador Indicators

Generally, Brand Ambassador comes from celebrities, actors, actresses, singers, musicians or anyone who are well known in their industry. This is supported because, for the reason that celebrities are famous, not all Brand Ambassadors come from celebrities. Therefore, there are several indicators in selecting a Brand Ambassador (Royan, 2005).

Firstly, about the popularity that sticks on the celebrity that will represent the product. Because the popularity that someone has will give impact on the popularity of the product. This is also called visibility, where the better the popularity of a Brand Ambassador, the more positive impact on the product.

Secondly, about the credibility of the Brand Ambassador, in this indicator which means about the experience, knowledge, and also the skills that can be trusted in giving information to a consumer. This also describes the skills that Brand Ambassador have to emphasize someone to use or buy the product that has been commercialized. In these indicators, credibility has two important dimensions, which is trustworthiness and expertise. Trustworthiness relies on the loyalty and the integrity of the brand ambassador, meanwhile experience relies

on knowledge, experience and skill that they have. These two parts of dimension are necessary in order to achieve the company target.

The third indicator of choosing a Brand Ambassador is Attraction. In this only world that we had, we can't deny that having a good physical will attract someone to have interest with you. This also applies in the use of a Brand Ambassador, their good physical attractiveness attracts many consumers. However, it's not all about the physical attractions, according to Blech: 172, there's persuasion to attract people with identification where the receiver can build a connection with someone who gives the message.

Furthermore, there are three dimensions of the importance in attraction, first familiarity, likability, and similarity. Familiarity stands for the introduction of a brand ambassador through exposure. Is it calculated based on the exposure of the candidate ambassador in public. While, Likability is where the public likes about the physical manner, and also the characteristics of the candidate of Brand Ambassador. Lastly, the similarity stands for the similarity of lifestyle, characteristic, demography that represents how it is.

The last indicator is about the power of the candidate of Brand Ambassador. This is a stand for the power of the celebrity to persuade the consumer in purchasing the product that has been advertised. According to Lea-Greenwood 2012 describes the characteristics of Brand Ambassador into five indicators:

1. 1. Transparantion, this about a celebrity who supports a brand that engages in their profession.
2. Suitability, main concept in Brand Ambassador that the company should make sure that there's the brand ambassador candidate is suitable with their brand and product.

3. Credibility, main indicator of Brand Ambassador attractions such as knowledge, skills, and also experience that is relevant with the product and brand of the company.
4. Attraction, this can be a non-physical or physical attraction of the Brand Ambassador that will support the product.
5. Power, these terms about the charisma of the ambassador to persuade consumers to buy the product.

Thus, there are several processes of choosing a brand ambassador based on the interest, firstly about the credibility of a celebrity or Brand Ambassador. The credibility of a celebrity can be seen from the skills and level of confidence of the celebrity. Next, the suitability of celebrity with the public because they will represent the product, this is why the importance of choosing a brand ambassador among celebrities to support the product in order to reach the market segmentation.

The suitability of a celebrity with a brand is also considered, a company must look up to a celebrity that will value the purpose and objectives of the product that it will sell. After that, a company needs to seek celebrity attractions in order to choose a brand ambassador, because this is the most important part. The attractions of celebrity reflect in the loyalty, gesture, and also how they talk, these factors will support the objectives that a company wants to achieve in an advertisement. Lastly, a company needs to consider other factors that may reflect on choosing a brand ambassador.

2. 1. 4 Korean Wave

“The term 'Korean Wave', also known as Hallyu or Hanryu, refers to the popularity of South Korean popular culture in other Asian countries. Korean popular culture such as movies, TV dramas, and pop music is overwhelmingly

powerful and TV dramas are one of the most remarkable popular cultures of these. " (Ariffin (2013: 22-23), then according to Yecies in Reimeingam (2014: 16) "Hallyu is an intensive and extensive wave of popular Korean culture."

The definition put forward by Han & Lee in Oh et al (2013: 2) "Originally, the Korean Wave, or Hallyu, is referred as the phenomenon of Korean pop culture, such as TV dramas, films, pop music, fashion, and online games being widely embraced and shared among the people of Japan, China, Hong Kong, Taiwan, and other Asian countries. "

Kim (2015: 154) stated, "Hallyu (Korean Wave) is very popular among young people enchanted with Korean music (K-pop), dramas (K-drama), movies, fashion, food, and beauty in China, Taiwan, Hong Kong, Vietnam, etc. ". Based on the above definitions, it can be concluded that the Korean Wave is a cultural trend phenomenon influenced by several instruments such as K-Drama, K-Pop, dance, fashion, tourism, and food to drink.

The Korean wave shows an extraordinary form of Korean popular culture that introduced through Korean media together with the line of commercial nationalism. Consequently, the regional cultures of Korea become a world trend which is reflected in Korean wave (Lee, 2011). Korean wave or hallyu is one of the forms of the introduction of Korean culture to the international level, started from East Asia in 1990s and lately evolve in the United States, Latin America, the Middle East, and parts of Europe (Ravina, 2002).

Korean wave gives tremendous effect in the product known and cultural exchanges between different countries. Due to this effect, Korean product and culture has become well-known in Southeast Asia, especially Indonesia. Korean culture and product has been easily infiltrated Indonesian people, even though both countries have different culture. In particular, Indonesia youths give more

attention in Korean cultural products and it extends to other things like Korean technology, food, traditional culture and the country itself (Mariani, 2008).

2. 1. 5 Indicators of Korean Wave

Research by Lita and Cho (2012) which examines the influence of cultural waves through mass media, more specifically, is the Korean Wave on changes in consumer behavior, which states that there are several indicators of the Korean Wave, including:

1. Understanding

Understanding means that, before consume the korean product, the consumer should know and understand the information about the product like what's the advantages by consume that product.

2. Attitude and behavior

Attitude and behavior means that, consumer should pay attention about how is the korean product promoting their product and how they show attitude to the consumer to influence the consumer's behavior to consume the korean product.

3. Perception (perception)

Tadaamnuaychai in Kusbianto (2015) said that "the fans of Korean drama have impressive perceptions towards Korea and its product, as their products are usually tied-in with the Korean TV Dramas, so generally most of them will consume these products and think that all of the products that made in South Korea are good"

The majority of Korean popular culture fans prefer to buy beverage products that are influenced by South Korean culture. This is influenced by their perception of the quality of products that use Korean culture which is better than the quality of products from other companies and countries.

2. 1. 6 Consumer's Purchasing Decision Purchasing

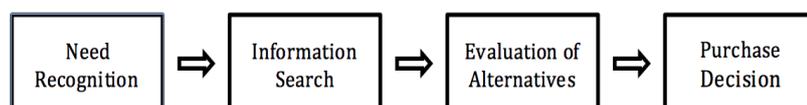
Decisions are individual activities directly involving consumers in making decisions to purchase products offered by the company and the seller. There are several definitions of purchasing decisions from several experts, as follows:

1. According to Kotler (2004), consumer purchasing decisions are the purchasing decisions of individual and consumers and households who buy goods and services for personal consumption.
2. According to Schiffman and Kanuk (2003), a purchasing decision is the selection of two or more options. In other words, alternative options must be available for someone to make decisions. Because every consumer makes various kinds of decisions about search, purchase, use of various products and brands at any given time.
3. Tjiptono (2008: 19) said that consumer purchasing decisions are the selection of one action from two or more alternative options.

From the above conclusions, it can be concluded that the purchasing decision is the choice of several alternatives by consumers, to evaluate their choices and determine what attitude to take next.

Kotler and Armstrong define the process of purchasing decision can be see from the figure above:

Figure 2.1 The Process of Purchasing Decision



Source: Kotler Armstrong (2008: 179-181)

There are four basics of the process of purchasing decisions, firstly it's called ' need recognition ', which is a consumer realize there's a problem or need that must fullfil. Moreover, the second phase is information search, where the

consumer is interested in search information. If there's a strong interest, consumers may end up buying the product afterward. Also consumers can keep the information that is related to their need in their memory.

After consumers are aroused by their needs, consumers will be motivated to seek more information. People are more sensitive to product information. Subsequently, people began to actively seek information: asking friends, visiting shops to find out or browsing the internet to compare the specifications and prices of goods.

Connecting with the previous example that statement mentioned above, then you try to find as much information as possible and through any media (internet, recommendations from friends, relatives, parents, relatives, communities, flyers, promos, dealers) to get the best product that suits your needs and desires .

The implication of a marketing strategy is that companies can facilitate consumers by providing detailed information regarding their products, such as product features, product design, all product advantages must be clear and detailed, even where consumers can get their products (channel distribution). Companies must prepare a solid team such as the role of customer service or product consulting either through online or offline media. The existence of social media facilities can also be used at this stage.

The third phase would be evaluation of alternatives, which is how the process of consumers choosing the brand. Evaluations generally reflect the beliefs and attitudes that influence their buying behavior. Belief is a picture of one's thoughts about the picture of something. A person's beliefs about a product or brand influence their buying decision. No less important than belief is attitude.

Attitude is an evaluation, emotional feelings, and a tendency for actions that are favorable or unfavorable and last a long time to someone on a particular object or idea (Kotler and Keller, 2007).

Example, after getting some information from the smartphone you need, you get 4 choices of products that suit your needs and desires. You will start to compare the advantages of each product, there are many considerations in the alternative evaluation process, one of which is about the budget which is an important consideration. Or even many buyers who consider the payment facilities such as whether it can be paid in installments or purchased on credit.

You can use the weighting of the advantages of each product, so that the maximum product is obtained; according to your needs and desires.. The last phase is generally the purchase decision of consumers to buy the brand that they interest most, but there are two factors based on the intention of purchasing and purchasing decision.

Generally, there's a post purchase behavior that needs to be considered by the seller which is the satisfaction reaction of purchase, the answer may be on the relation between the expectation in consumers and the product ethical work.

2. 1. 7 Process of consumers on purchase decision

According to the consumers decision making is based on the attitude and consumers consideration (Nitisusastro, 2015):

1. Attitude

Consumers could automatically take advantage of products that have been purchased for different purposes. One of the key objectives is to fulfill the needs and solve the problems at hand. If this is the case, the consumer can feel for himself whether the products that have been purchased are capable of

fulfilling their needs in the sense that they are capable of offering the desired solution. If the products that have been purchased are able to satisfy the anticipated needs, the customer may feel happy.

2. Process of consideration of consumers

The process of consideration of consumers are divided into three sub-process:

- 1) Recognition of needs: is the beginning of the issue Faced with customers, they need to be resolved immediately.
- 2) Information search: there are many ways that customers can theoretically use to calculate the degree of accuracy of the information needed if there is no information available.
- 3) Alternative selection: the jobs that need consideration; Relative to the availability of a variety of choices.

2. 1. 8 Types of Consumers Purchase Decision

According to Kotler and Armstrong (2008: 177), there are types of behavior on purchase decision:

1. Dissonance-reducing buying behavior occurs when the consumers are involved in a big transaction that is considered expensive and risky, but just a few differences from the brand.
2. Habitual buying behavior is the attitude of consumer occurs in circumstances of low consumer engagement and slight brand differences, moreover purchasing decision seeks diversity in situations that have characteristics in low involvement, but there's a difference brand that significantly.

3. Complex buying behavior occurs when they are actively involved in the purchasing and the satisfaction because there's a difference among the brands.

2. 1. 9 Purchasing decision indicators

In order to purchase something, there are indicators that may be involved within. Firstly the indicators of awareness, this phase is when a brand is introduced to the public. Customers may see and listen to the brand from many platforms such as social media, mouth to mouth, or television, so they recognize the existence of the brand. After that, as spontaneously the customer may be interested in the brand, because the first impression is the key to influence the customers. In the appeal phase, customers unintentionally question the product of the brand, because they gain more curiosity.

The next indicator is “ask”, in this phase there's a change from the process of individual to social. Customer decisions will not be based on the answer of the question that the customer is wondering. It's based on the purchasing decision, if the customer is always questioning the product, then it will take longer to make a decision. If a customer is sure the brand is meant for them, they will end up buying the product and use it, this is the indicator of act. Lastly, there is an indicator of advocate, where customers recommend the product of the brand as spontaneously or not. They will actively recommend the product to other people (Hermawan, 2016).

2.2 Prior Research

Table 2.1 Prior Research List

No	Researcher	Title of Research	Information
1.	Usmanto (2017)	The Effect of Using Brand Ambassador on Purchasing Decisions of Fried Indomie Products in Kertapati District, Palembang City	Brand ambassadors have an influence of 25% on purchasing decisions, the rest is influenced by other factors .
2.	Siregar, Putri Natin (2016)	The Influence of Brand Ambassador on Purchasing Decisions (Survey on Men's Biore Consumers in North Bandung)	Brand ambassadors have a significant effect on Men's Biore consumer purchases in North Bandung at 79.2.
3.	Ramadhanty, Ghina Putri (2020)	The Influence of Brand Ambassadors on Purchasing Decisions (Survey on EXO Boyband Fans as Nature Republic Brand Ambassadors)	There is an influence on brand ambassadors in purchasing decisions
4.	Mardiah, Nihayatul (2011)	Influence of Brand Ambassadors on Soap Brand Image Lux (Study at Pondok Pesantren Wahid Hasyim Yogyakarta)	The similarity found in this study is to use 5 brand ambassadors
5.	Fadhilah, Dina Rahma (2017)	The Influence of Tagline and Brand Ambassador on Brand Awareness of Luwak White Koffie Products (Case Study in Community of Tuah Karya Village, Kecamatan Handsome Pekanbaru)	Brand ambassadors have a positive effect on brand awareness.
6.	Pertiwi, Stella Gita (2019)	The Influence of Boyband Bangtansonyeodan (BTS) Brand Ambassador on the Establishment of PUMA's Brand Image	Research shows that there is an influence on buying interest, namely the visibility factor
7.	Kanzanita, Della Alifia (2019)	The Influence of Blackpink's Brand Ambassador and Brand Image Shopee towards E-commerce Application	Research shows that there is a relationship between brand ambassador and brand image

No	Researcher	Title of Research	Information
		Access Interest (Study in Seventeen Carat Malang Community)	towards application access internet..
8.	Wulandari, Citra (2018)	The Influence of Brand Ambassador on the Purchase Decision of OPPO F3 Smartphone in Samarinda	The variable of brand ambassador consisting of attractiveness, credibility, and expertise partially has a significant positive effect on purchasing decisions.
9.	Putra, M. Iksan (2014)	The Influence of Brand Ambassador on Brand Image and Its Impact on Purchasing Decisions (Survey on Line Use in Asia)	There are differences in responses to the brand image variables between Malaysia and the Philippines, and Malaysia and Thailand. While the BA and decision variables remaining purchases have the same response

2.3 Research Framework

Decisions of purchase will occur if there are several factors that influence it, in this study there are three factors: Nü green tea product, brand ambassador and korean wave. This study describes the influence of NCT as a Brand Ambassador (X1) and the influence of Korean Wave (X2) to make a purchase decision to buy the product of Nü green tea (Y1). Based on the description above, the following research ideas are generated:

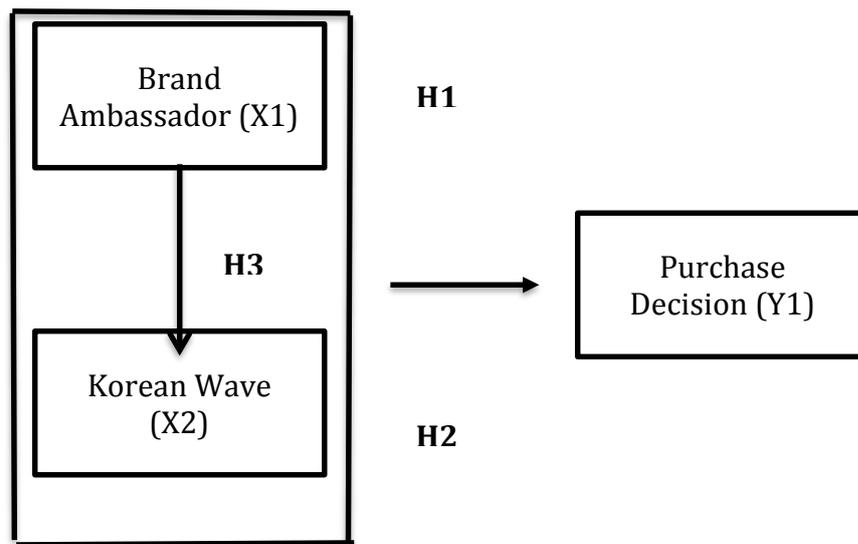


Figure 2.2 Research Framework

Source: (Researcher, 2020)

2.4 Research Hypothesis

H1 : Brand Ambassador has a significant impact on Purchase Decision.

H2 : Korean Wave has a significant impact on Purchase Decision.

H3 : Korean Wave can mediate the influence of Brand Ambassador on Purchase Decision.