

Unveiling the Impact of Audience Involvement, Celebrity Worship, Brand Awareness, and Perceived Product Quality on Purchase and Visit Intentions

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ABSTRACT

The level of popularity of Korean music is in line with the increasing number of K-pop fans in Indonesia. Despite K-Pop's increasing popularity in Indonesia, K-beauty's reputation has declined. This study explores the influence of the Korean wave on consumer behavior in Indonesia, focusing on the K-Pop and K-Beauty industries. The research analyzes the effects of audience involvement, celebrity worship, brand awareness, and perceived product quality on purchase and visit intentions using survey data of 221 K-pop fans. Data were analyzed using Partial Least Squares (PLS). Findings reveal that audience involvement positively influences celebrity worship, which, in turn, boosts brand awareness, and significantly impacts perceived product quality. This perceived product quality positively affects consumers' intentions to purchase and visit, highlighting the interconnectedness of these factors. These results underscore the substantial role of audience involvement and celebrity worship in enhancing brand awareness and perceived product quality, which are pivotal in shaping purchase and visit intentions. The study offers valuable insights for businesses and marketers in the K-Pop and K-Beauty industries, emphasizing the need to understand and leverage these dynamics within the Indonesian consumer market.

Keywords:

Audience involvement, brand awareness, celebrity worship, perceived product quality, purchase and visit intention

ABSTRAK

Tingkat popularitas musik Korea sejalan dengan meningkatnya jumlah penggemar K-pop di Indonesia. Meskipun popularitas K-Pop meningkat di Indonesia, reputasi K-beauty telah menurun. Studi ini mengeksplorasi pengaruh gelombang Korea terhadap perilaku konsumen di Indonesia, dengan fokus pada industri K-Pop dan K-Beauty. Penelitian ini menganalisis pengaruh keterlibatan audiens, pemujaan selebriti, kesadaran merek, dan kualitas produk yang dirasakan terhadap niat pembelian dan kunjungan menggunakan data survei dari 221 penggemar K-pop. Data dianalisis menggunakan Partial Least Squares (PLS). Temuan mengungkapkan bahwa keterlibatan audiens secara positif memengaruhi pemujaan selebriti, yang pada gilirannya, meningkatkan kesadaran merek, dan secara signifikan memengaruhi kualitas produk yang dirasakan. Kualitas produk yang dirasakan ini secara positif memengaruhi niat konsumen untuk membeli dan berkunjung, menyoroti saling keterkaitan faktor-faktor ini. Hasil ini menggarisbawahi peran substansial keterlibatan audiens dan pemujaan selebriti dalam meningkatkan kesadaran merek dan kualitas produk yang dirasakan, yang sangat penting dalam membentuk niat pembelian dan kunjungan. Studi ini menawarkan wawasan berharga bagi para pelaku bisnis dan pemasar di

industri K-Pop dan K-Beauty, dengan menekankan perlunya memahami dan memanfaatkan dinamika ini dalam pasar konsumen Indonesia..

Kata Kunci:

Celebrity worship, keterlibatan audiens, kesadaran merek, persepsi kualitas produk, niat pembelian dan kunjungan

INTRODUCTION

The entertainment industry in Indonesia has been penetrated by Korean entertainment products such as Korean series or dramas, K-Pop shows, Korean movies, and Korean variety shows. The Korean wave, or Hallyu, has started to disrupt Indonesia's music and film markets, as Indonesian people's enthusiasm for the Korean wave is high. The Korean wave is a term given to the cultural wave of Korea through Korean series or dramas, K-Pop shows, Korean variety shows, Korean movies, and other forms of entertainment that are widely spread throughout the world, including Indonesia (kumparan.com). Audience involvement is analyzed to determine its influence on celebrity worship. Audience involvement encompasses how active and engaged consumers are in following celebrities, specifically in the context of K-Pop and K-Beauty (Halim & Kiatkawsin, 2021).

The high level of interest in the Korean wave in Indonesian society can be seen from the airing of Korean dramas or shows that feature K-Pop idols on various TV networks in Indonesia. The level of interest in Korean entertainment in Indonesia contributes to the increasing number of K-Popers in Indonesia. Korean drama and K-Pop fans in Indonesia never fail to provide trending hashtags about their Korean idol artists on social media applications such as Twitter (Jeong *et al.*, 2017; Rakhmat, 2020; Rahmawati, 2020; Lee *et al.*, 2020). The data collected from 500 respondents in Indonesia indicates that 59 percent of respondents are very familiar with K-Pop, 29.8 percent are quite familiar, 9.4 percent are familiar only to a few people, and 1.8 percent are not familiar. This suggests that not all people in Indonesia are familiar with Korean music and idols to the same extent. These findings have important implications for marketing and business strategies related to promoting and distributing K-pop products in Indonesia (Statista.Com, 2022). Companies may consider targeting these regions for promotional activities and events to capitalize on the strong economic support of K-pop fans in these areas. Indonesia has been ranked as the country with the most K-pop fans in the virtual world in 2021 (CNN, 2022). This is not the first time that Indonesia has received this title, as it was also the country with the highest number of K-Pop fans in the virtual world in 2020. This finding is significant for businesses and marketers in the K-Pop industry, as it highlights the potential market opportunities in Indonesia to distribute and promote K-Pop products.

Furthermore, the prevalence of K-pop fans in Indonesia, as highlighted by (Fadilah, 2022), underscores the substantial market potential and opportunities for expansion in the K-beauty sector, particularly in targeting these enthusiastic and engaged fans. However, in 2021, despite K-Pop's increasing popularity in Indonesia, K-beauty's reputation has declined. As described by Riani (2021),

there has been a decrease in the usage of K-beauty products among the K-pop community in Indonesia. Based on the research conducted by Halim (2021), it can be concluded that there is a positive relationship between audience involvement and celebrity worship, celebrity worship and brand awareness, brand awareness, and perceived product quality. In the context of K-Pop and K-Beauty fans, it involves their personal assessment of the quality of products that are endorsed by or associated with Korean celebrities. This perception is shaped by various factors such as the celebrity endorsement's credibility, the product's visibility in media, and the fans' own experiences or beliefs about the product. It is a crucial element in consumer decision-making, as a positive perception of product quality can lead to increased trust, loyalty, and willingness to purchase, while a negative perception can deter potential buyers. Essentially, it is the lens through which fans view and determine the value and effectiveness of K-Pop and K-Beauty products (Halim & Kiatkawsin, 2021). Perceived product quality also influences purchase intention, as well as perceived product quality and visit intention.

Therefore, there is a gap in the literature that needs to be addressed. This study uses the Theory of Planned Behavior (TPB), which explains that an individual's intention towards a behavior is formed by two factors, namely subjective norm and attitude towards the behavior (Danarti *et al.*, 2021). TPB further adds one more factor: perceived behavior control. Subjective norms are highly related to social relationships and create pressure due to the perception of not performing or performing a behavior. Perceived behavior control is related to the ease or difficulty of performing a behavior and can be seen as reflecting past experiences or anticipating obstacles and barriers (Danarti *et al.*, 2021). TPB is often used in empirical research, with over 4.200 papers cited in the Web of Science bibliographic database. It is one of the social and behavioral sciences' most widely applied theories (Bosnjak *et al.*, 2020).

Two main pathways to Audience Involvement in entertainment are identification and transportation. In identification, a general feeling we experience when we get lost in a story is that we care deeply about the characters (Tal-Or & Cohen, 2010). In transportation theory, readers, listeners, or viewers are sometimes taken through a process in which they are lifted into a narrative, where their thoughts and attention are focused on the events happening to them. In this transportation process, audience members enter the world presented in the narrative and temporarily lose access to the facts of the real world (Tal-Or & Cohen, 2010). Audience Involvement is rooted in "parasocial interaction" (PSR) and refers to the imagined interconnectedness between individual audience members and media characters, often celebrities. This has been extensively documented in previous film tourism studies with different terms, including representative or empathetic response (Kim, 2018).

Additionally, Celebrity Worship is relevant in the context of K-beauty products and K-Pop. Celebrity Worship is defined as a consumer's obsessive liking for a celebrity, which can be measured through three stages: Entertainment Social, Intense Personal, and Borderline Pathological (Emmanuella, 2020). The behavior of Celebrity Worship is often associated with possessive love for a favorite celebrity and jealousy towards others who are close to the celebrity. This behavior is more common among female fans and is often expressed through posters, joining fan clubs, and seeking

personal connections with celebrities (Adiesia & Sofia, 2021). Based on the research and theory presented, the first hypothesis proposed in the current study is that audience involvement positively influences celebrity worship. Therefore, we posit that,

H₁: Audience involvement positively influences celebrity worship

Brand Awareness is a sub-dimension of brand knowledge. It refers to the consumer's ability to recall and recognize a brand in different situations and associate it with a specific product category (Celik, 2022). From the consumer's perspective, brand awareness is an important factor that directly affects brand loyalty and brand love. Additionally, brand awareness is important in indirectly affecting brand loyalty through the role of brand liking (Celik, 2022). Awareness of a brand and its products plays an important role in helping customers compare products and make consequent purchases. Customers can purchase products based on a brand's logo and name even when they may have little direct knowledge about the product. In the context of the relationship between celebrity worship and brand awareness, it can be inferred that the emotional connection between fans and celebrities can significantly impact their brand attitudes and preferences. Celebrity endorsements can increase brand awareness among consumers, and consumers may develop a preference for a particular brand due to the emotional connection they feel with the celebrity endorser. Thus, celebrity worship and brand awareness are intertwined, and marketers can utilize celebrity endorsements to enhance brand awareness and influence consumer attitudes toward the brand. Based on the research and theory presented, the second hypothesis proposed in the current study is that celebrity worship has a positive influence on brand awareness.

H₂: Celebrity worship positively influences brand awareness

Perceived Quality is the consumer's perception of the overall quality or superiority of a product or service, with a focus on the intended purpose of the product or service compared to other alternatives (Qomariah & Prabawani, 2020). The existing literature has no single, precise concept of Perceived Product Quality, as its definition varies according to the situation and context. Perceived quality differs from actual quality due to the higher level of abstraction involving consumers in evaluating the experience. Perceived quality is the consumer's subjective evaluation of the overall excellence or superiority of a product and service provided by a company. High perceived quality indicates that consumers perceive a brand as differentiated and superior through their experience (Bae, 2022). When collaborating with influencers, brands can have a strong presence in the social media environment and interact with their target audience.

Additionally, brands can encourage their target audience to have brand awareness and brand loyalty, thanks to influencers who promote and maintain the brand in the social media environment (Celik, 2022). Awareness of a brand and its products is important in helping customers compare products and make consequent purchases. Customers can purchase products based on a brand's logo and name even when they have little direct knowledge about the product (Foroudi, 2019). In the context of the relationship between brand awareness and perceived product quality, it can be inferred that high

brand awareness can positively impact perceived product quality. Consumers aware of a brand are more likely to perceive the brand as differentiated and superior through their experience, leading to a higher perceived product quality.

H₃: brand awareness positively influences perceived product quality

The study by Nakpathom *et al.* (2022) found that product packaging, product quality, and price significantly positively influence female purchasing intention of Korean cosmetics brand image. Consumers focus on visual packaging features such as colors, graphics, image forms, typography, and illustrations, which play an important role in influencing purchasing decisions. Product quality is a key factor influencing perceptions of brand preference, and consumers tend to be loyal to a brand that provides good quality products. Price perception also greatly affects a consumer's decision to purchase a product, and female consumers are willing to pay more for cosmetics that they perceive as worth the price. These findings are consistent with previous research on the influence of product packaging, product quality, and price on purchasing intention in the cosmetics industry (Nakpathom *et al.*, 2022). According to Yoon *et al.* (2020) and Le *et al.* (2020), a product's quality significantly impacts how customers perceive a brand's equity and overall excellence compared to other available options. When customers feel that a product is of good quality, they are more likely to automatically develop loyalty towards that brand.

H₄: Perceived product quality positively influences purchase intentions for K-beauty products

Consumers compare their perception of product quality before and after using a product (Bae, 2022). The quality of K-beauty products significantly impacts tourists' intention to visit Korea. K-beauty has gained global acclaim for its innovative and high-quality beauty products, which has sparked strong interest among consumers in Korean culture. Consequently, many consumers are more inclined to visit Korea to explore the country's beauty and skincare offerings. This highlights the strong correlation between K-beauty product quality and the intention to visit Korea, underscoring the importance of maintaining high-quality standards in the K-beauty industry to attract more tourists (Ingels, 2020). There is a positive relationship between recommended product quality and consumers' desire to visit (visit intention), which can also be interpreted as tourist loyalty to enjoy a particular product and destination (Yildirim, 2021).

H₅: Perceived product quality positively influences visit intentions to Korea

Research related to K-pop and K-beauty in Indonesia is still important to be conducted, as this phenomenon significantly influences consumer behavior in terms of repeat purchases and intention to visit Korea. By understanding the factors that affect consumer behavior, companies can design more effective marketing strategies to increase sales and enhance the popularity of their brands in Indonesia. Based on the aforementioned phenomenon, this research replicates the study model from Halim & Kiatkawsin (2021), with the conceptual framework outlined in the next section.

RESEARCH METHODS

This research aims to examine the impact of audience involvement, celebrity worship, brand awareness, and perceived product quality on purchase intention and visit intention. Data was collected using an online questionnaire distributed through non-probability purposive sampling. The respondents were Indonesian women who are fans of Korean dramas/films/TV shows, idolize Korean celebrities/K-Pop idols (K-Popers), and are aware of Korean beauty products.

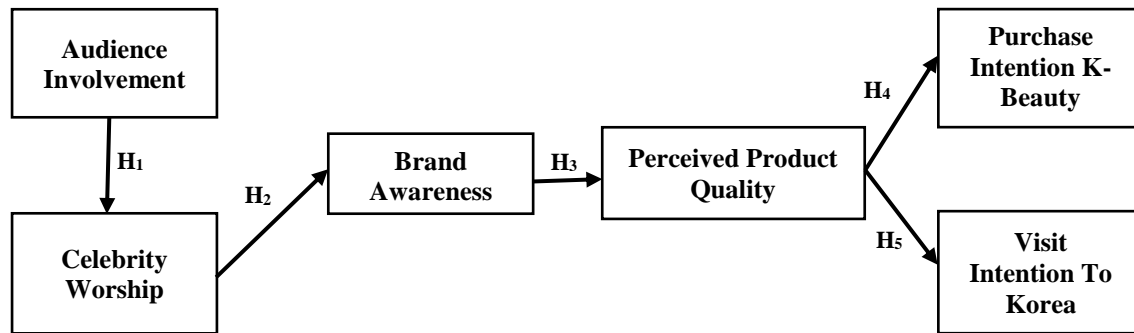


Figure 1. Conceptual Framework

Source: Authors' work (2024)

An online questionnaire was used due to its ease of use, broad respondent range, and ability to store, process, and obtain data in statistical analysis format. Purposive sampling was utilized because the research focused on individuals who are fans of Korean dramas/films/TV shows, idolize Korean celebrities/K-Pop idols (K-Popers), and are aware of Korean beauty products. According to Kwong & Wong (2019), a sample size of 100 to 200 is considered sufficient for creating good parameters for PLS-SEM. Hair *et al.* (2017) recommended a sample size of 100 to 200 respondents for exploring models using Structural Equation Modeling (SEM). The study distributed an online questionnaire to collect data from 270 respondents via social media platforms. However, only 221 respondents met the sample criteria. The respondents were Indonesian women who enjoy Korean dramas/films/TV shows, idolize Korean celebrities/K-Pop idols (K-Popers), and know Korean beauty products. The study provides information on the respondents' profile, including their domicile, age, marital status, occupation, educational background, and monthly income.

The research study used interval scales in popular Likert scales ranging from 1 to 5 (Likert scales range from 1 (strongly disagree) to 5 (strongly agree)). The measurement indicators for each variable were adopted from Thalia & Kiatkawsin (2021). In the process of constructing composite reliability and construct validity, composite reliability is calculated using both higher-order constructs and lower-order constructs. Lower-order constructs are latent constructs consisting of several observed variables and measured using several indicators in confirmatory factor analysis (CFA) or partial least squares-structural equation modeling (PLS-SEM). The indicators used to measure lower-order constructs are tested to ensure their validity and reliability through tests of convergent validity, discriminant validity, and internal reliability. In addition to lower-order constructs, higher-order latent constructs have

indicators derived from other latent constructs. Higher-order composite reliability can be used to measure the reliability of higher-order constructs, which measures the consistency and reliability of the indicators used to measure the higher-order latent construct. The ideal value for higher-order composite reliability is above 0.7 to ensure that the research results obtained are reliable and valid. It is important to pay attention to the value of higher-order composite reliability in CFA or PLS-SEM to ensure the reliability and validity of the research results (Hair *et al.*, 2017; 2019; 2020; Sarstedt *et al.*, 2020).

RESULT AND DISCUSSION

The survey primarily represents young, single individuals from the Jabodetabek and Java Island regions, with 69.2% aged 17-24. Over half (53.8%) are students, and a notable portion (37.6%) hold a bachelor's degree. The most common income bracket is below Rp. 1,000,000, indicating a lower-income demographic. This profile suggests a youthful, urban, and educationally diverse group with limited financial resources in Appendix 1.

Table 1 and Appendix 2 present the results of the validity and reliability tests conducted on the higher-order construct variables. In contrast, Appendix 2 displays the results of the validity and reliability tests conducted on the lower-order construct variables. Hair *et al.* (2017) state that indicators with outer loading values below 0.708 should only be eliminated if the AVE value is less than 0.5. Therefore, indicators with outer loading values less than 0.708 are not required to be removed if the AVE value already satisfies the condition of being greater than or equal to 0.5. The composite reliability values of all variables were above 0.7, which is an ideal value to ensure the reliability and validity of the research results. In CFA or PLS-SEM, it is crucial to consider the higher-order composite reliability values to ensure the validity and reliability of the research findings.

Table 1. Construct Reliability and Construct Validity (Higher Order Construct)

Construct	Dimension	Factor Loading	AVE	Composite Reliability
Celebrity Worship	Entertainment Social	0,862	0.894	0,894
Celebrity Worship	Entertainment Social	0,862		
Audience Involvement	Intense Personal	0,935	0,700	0,875
	Borderline Pathological	0,772		
	Behavioural Involvement	0.878		
	Emotional Involvement	0.847		
	Referential Reflection	0.784		

Source: Authors' work (2024)

Table 2 displays HTMT values <0.90, thereby confirming the validity of all variables and indicators. Some HTMT values exceed 0.90, namely Borderline Pathological and Intense Personal; nevertheless, these values are still deemed valid as they fall into the category of HTMT inference, which remains acceptable if the HTMT value is <1.00 (Henseler *et al.*, 2015). The symbols (***) present in the table signify variables and their respective dimensions.

Table 2. HTMT

	AI**	BI	BP**	BA	CW***	EI	ES	IP	PPQ	PI	RR	VI
Audience Involvement (AI) Behavioral	***											
Involvement (BI) * Borderline	0.52	0.31										
Pathological (BP)	4	0										
Brand Awareness (BA)	0.61	0.45	0.76									
Celebrity Worship (CW)*	0.80	0.63	***	0.684								
Emotional Involvement (EI)*	***	0.77	0.70	0.620	0.89							
Entertainment Social (ES)	0.83	0.71	0.51	0.522	0.95	0.86						
Intense Personal (IP)*	0.69	0.52	0.94	0.673	***	0.80	0.73					
Perceived Product Quality (PPQ)	0.66	0.54	0.55	0.787	0.66	0.65	0.61	0.60				
Purchase Intention (PI)	0.47	0.36	0.55	0.708	0.54	0.46	0.49	0.46	0.72			
Referential Reflection (RR)	0.88	0.56	0.53	0.640	0.69	0.81	0.69	0.61	0.64	0.50		
Visit Intention (VI)	0.58	0.51	0.24	0.270	0.47	0.55	0.63	0.29	0.43	0.45	0.49	
	3	5	0		6	8	5	4	6	4	2	

Note: *=Higher Order Construct (HOC); **=Lower Order Construct (LOC); ***=cannot establish discriminant validity between LOC and HOC (Hair et al., 2018); Threshold value

Source: Authors' work (2024)

The data from the SmartPLS processing indicated that the VIF values are all below 3, which was considered to have successfully passed the multicollinearity test in accordance with the criteria outlined by Hair *et al.* (2019). R^2 is often used as the primary metric for assessing the model's predictive ability in structural modeling. Also known as the coefficient of determination, R^2 measures the degree of in-sample prediction for all endogenous constructs. It should be noted that R^2 is a measure of predictive ability only for the specific sample of data used in calculating the results and cannot be inferred to the population. The minimum value for R^2 is 0, but this is rarely seen in practice. As with multiple regression, the more independent variables (constructs) included in the structural model, the higher the R^2 , assuming these independent variables are related to the dependent variable constructs. However, it is important to keep in mind that the maximum value for R^2 is 1, and extremely high values are infrequent (Hair *et al.*, 2020). In the context of research, it is generally accepted that R^2 values of 0.75, 0.50, and 0.25 can be respectively categorized as substantial, moderate, and weak (Hair *et al.*, 2019).

Table 3. R-Square

Construct	R-Square
Celebrity Worship	0.531
Brand Awareness	0.396
Perceived Product Quality	0.524
Purchase Intention	0.426
Visit Intention	0.171

Source: Authors' work (2024)

Based on the results of Table 3, it can be concluded that celebrity worship, perceived product quality, and purchase intention have a moderate level of explanatory power. On the other hand, brand awareness and visit intention have a weaker level of explanatory power. These findings suggest that factors such as celebrity endorsement and perceived product quality may have a stronger influence on consumer behavior compared to brand awareness and visit intention. However, it is important to note that other factors not included in this study may also play a significant role in shaping consumer behavior. Further research is needed to gain a more comprehensive understanding of the factors that influence consumer behavior.

The f -square (f^2) is a secondary measure used to evaluate the predictive capability of a structural model. Effect size, commonly denoted as f^2 , is classified into small, medium, and large categories based on its magnitude. A value between 0.02 and 0.15 is considered a small effect size, while a value between 0.15 and 0.35 is considered a medium effect size. A value of 0.35 or greater is considered a large effect size (Cohen, 1988; Hair *et al.*, 2019; 2020). The results of the f^2 analysis suggest that in the context of K-Pop and K-Beauty consumer behaviour, the factors of audience involvement, celebrity worship, brand awareness, and perceived product quality have a significant impact on purchase intention. The effect sizes for these relationships are all large, indicating that these factors play a crucial role in influencing consumer behaviour in the context of K-Pop and K-Beauty. However, the effect size between perceived product quality and visit intention is medium, indicating that while perceived product quality is still an important factor in influencing visit intention in the context of K-Pop and K-Beauty, it may not be as significant as the other factors. Overall, these findings suggest that marketers and practitioners in the K-Pop and K-Beauty industries should focus on leveraging the power of celebrity worship, brand awareness, and perceived product quality to influence consumer behavior and improve purchase intention.

Q -Square is not solely a measure of out-of-sample prediction but combines both aspects of out-of-sample prediction and in-sample explanatory power. If $Q^2 > 0$, it indicates that the model has predictive relevance, while $Q^2 < 0$ indicates that the model has limited predictive relevance. As a general guideline, Q^2 values greater than 0, 0.25, and 0.50 indicate a small, medium, and large level of predictive relevance, respectively, for the PLS-path model. (Hair *et al.*, 2019; 2020). The PLSpredict method helps to generalize the predictive capability of the PLS regression model beyond the sample data used to estimate the model. This allows the model to be used to make predictions on new data, which is a critical aspect of the model's practical applicability in real-world settings. Based on the Q -square and Q -square predict values obtained from the analysis in the context of K-Pop and K-Beauty consumer behavior, it can be concluded that the model's predictive power varies across the constructs studied. All the Q -square predict values are substantially higher than zero values, indicating that the model has a good ability to predict these constructs for new and unseen data.

A research study's hypothesis testing stage involves measuring the significance level and the relationship between variables. To do this, researchers typically analyze the t -Statistics and p -values,

which must meet certain criteria for statistical significance. Specifically, the *t*-statistic value should be greater than 1.65 (one-tailed), while the *p*-value should be less than 0.05. Table 4 displays the results of the hypotheses constructed in this research study.

Table 4. Hypothesis Testing

Hypotheses	Regression Path	Coefficient	<i>t</i> -Statistic	<i>p</i> -value	Conclusion
H1	Audience Involvement towards Celebrity Worship	0.729	16.088	0.000	supported
H2	Celebrity Worship towards Brand Awareness	0.629	15.207	0.000	supported
H3	Brand Awareness towards Perceived Product Quality	0.724	22.565	0.000	supported
H4	Perceived Product Quality towards Purchase Intention	0.652	15.097	0.000	supported
H5	Perceived Product Quality towards Visit Intention	0.413	6.953	0.000	supported

Source: Authors' work (2024)

Based on the statistical analysis presented in Table 4, all the hypotheses tested in this research are supported (as shown in Figure 2). Specifically, there is a significant positive relationship between audience involvement and celebrity worship, celebrity worship and brand awareness, brand awareness and perceived product quality, perceived product quality and purchase intention, and perceived product quality and visit intention. These findings suggest that audience involvement in a celebrity can contribute to increased celebrity worship, which can, in turn, lead to greater brand awareness. Additionally, higher levels of brand awareness can positively impact perceived product quality, and both perceived product quality and brand awareness can influence purchase intention and visit intention.

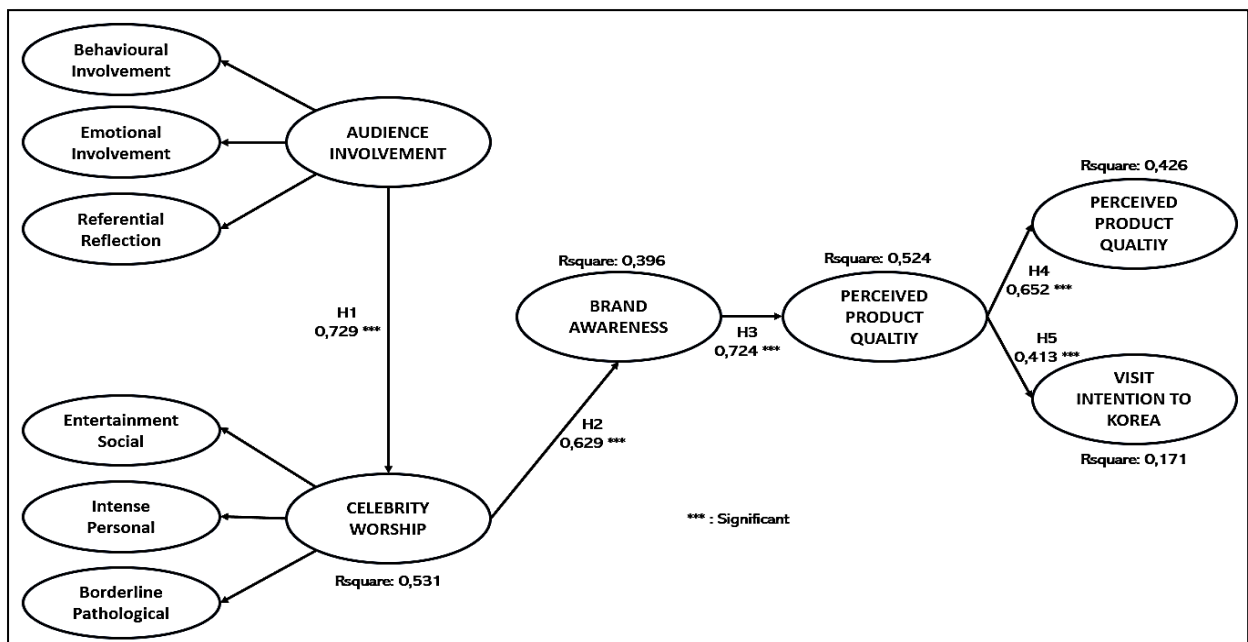


Figure 2. Hypothesis Testing
Source: Authors' work (2022)

In the context of K-beauty and K-Pop, TPB can be applied to explain the formation of the intentions and behaviors towards K-beauty and K-Pop, with the subjective norm, attitude towards the behavior, and perceived behavior control influencing the formation of purchase and visit intentions. Therefore, understanding the factors that shape consumer behavior and attitudes towards K-beauty and K-Pop can help companies design more effective marketing strategies and improve their products and services (Christine *et al.*, 2020; Surya, 2020).

The consumer behavior of Indonesian fans towards Korean media indicates a profound emotional and psychological connection with their favorite idols and actors. These fans exhibit a strong desire for personal engagement, demonstrated by their eagerness to meet these celebrities in person. Their viewing habits are characterized by intense loyalty, consistently seeking out and watching any content featuring their idols. They find these personalities highly engaging and captivating, and this engagement is further reinforced by the belief that Korean TV dramas, films, and programs address relevant and meaningful issues that align with their personal interests. This deep connection and sustained commitment highlight a highly dedicated and involved audience within the Indonesian market.

However, an interesting finding for the Korean entertainment industry is the notable gap in the immersive experience that these fans feel while consuming Korean media. Despite their strong emotional investment and commitment, Indonesian fans feel that Korean dramas, films, and TV shows fall short in fully bringing stories to life, as if they were experiencing them firsthand. This indicates an opportunity for the Korean entertainment industry to enhance the storytelling and experiential aspects of their content to better meet the expectations of this audience. By addressing this gap, there is potential to further deepen fan engagement and strengthen the already significant influence that Korean celebrities and media have within the Indonesian market. The result of current research supports the previous research conducted by Kim (2018), Myrick (2019), Emmanuella (2020), Adiesia *et al.* (2021), and Halim *et al.* (2021).

The analysis of Indonesian Korean fans' behavior reveals a complex relationship between their admiration for celebrities and the impact on brand awareness. Fans who enjoy associating with others who share their admiration and actively follow news about their favorite Korean idols exhibit behaviors that can positively influence brand awareness and marketing efforts. These fans derive pleasure from staying updated on their idols, which can translate into sustained interest in the brands these celebrities endorse. This suggests that engagement with celebrity-driven content can effectively enhance brand visibility, especially when fans are motivated by social connections and the enjoyment of following celebrity news.

However, the findings also highlight an interesting paradox: while these fans feel a deep emotional connection with their favorite idols, this connection does not necessarily translate into profitable actions for the brands associated with these celebrities. Statements such as considering their idols as soulmates or feeling an inexplicable bond with them reflect an intense fandom that is more personal and emotional than transactional. Although these fans may feel immense pride and joy in their

idols' achievements, this emotional investment does not necessarily lead to increased brand loyalty or purchasing behavior. This insight is crucial for the Korean entertainment industry and associated brands, as it indicates that while emotional engagement with celebrities is high, leveraging this connection into tangible brand benefits may require more targeted strategies. The result of the current research supports the previous research conducted by Emmanuella (2020), Halim *et al.* (2021), Foroudi (2019), and Zuardi (2019).

The analysis of the influence of brand awareness on perceived product quality among Indonesian consumers reveals that familiarity with Korean beauty brands, especially those featured in popular media such as TV dramas, films, or programs, significantly enhances the perceived quality of these products. Consumers readily recognize these brands, with Korean beauty products often being top-of-mind when thinking of beauty products. However, despite this strong brand recognition, there is a notable gap in consumer knowledge about the actual quality of these products, and they may struggle to distinguish them from other competing brands in the market. This indicates that while Korean beauty brands have successfully established visibility through media exposure, there is an opportunity to improve consumer education and communication about the quality of their products. For the Korean entertainment industry, this finding underscores the potential of leveraging popular media to boost brand awareness while also highlighting the need for more targeted marketing efforts to inform and educate consumers about product quality to strengthen the market position in Indonesia. The result of the current research supports the previous research conducted by Qomariah and Prabawani (2020), Rosillo-Díaz (2020), Bae (2022), Celik (2022), and Foroudi (2019).

The analysis of consumer behavior towards K-Beauty products in Indonesia reveals that consumers are more drawn to unique and exceptional features rather than consistent quality when making their purchase decisions. This suggests that Indonesian consumers are particularly responsive to innovation and differentiation in the K-Beauty market, valuing products that offer something distinct from their competitors. This behavior indicates that K-Beauty brands can enhance their market position by continuously introducing innovative products that capture consumer interest. For the Korean entertainment industry, which plays a pivotal role in promoting K-Beauty products, this highlights an opportunity to emphasize the unique and standout qualities of these products through their platforms, aligning with consumer preferences for novelty and innovation. This approach could further strengthen the connection between K-Beauty products and the trendy, cutting-edge image often associated with Korean pop culture, thereby driving consumer engagement and purchase intention in Indonesia. The result of the current research supports the previous research conducted by Nakpathom *et al.* (2022), Yoon *et al.* (2020), and Le *et al.* (2020).

The analysis of consumer behavior towards K-Beauty products and their influence on visit intentions to Korea reveals that Indonesian consumers are more attracted to the unique and innovative features of these products rather than their consistent quality. This indicates that consumers are motivated by the novelty and differentiation that K-Beauty products offer, which can also translate into

an interest in experiencing the culture and origins of these innovations firsthand by visiting Korea. However, the perception of consistent quality does not seem to be a significant factor in driving visit intentions. For the Korean entertainment industry in Indonesia, this insight suggests that highlighting the innovative and unique aspects of Korean culture and products through media can enhance the allure of visiting Korea. By showcasing the cutting-edge and distinctive features of K-Beauty products, the industry can tap into consumers' curiosity and desire for novel experiences, potentially boosting tourism interest in Korea. The result of the current research supports the previous research conducted by Bae (2022), Noviyati Nabila et al. (2021), Ingels (2020), Yildirim (2021), and Santosa (2019).

CONCLUSION AND RECOMMENDATION

The analysis of Indonesian K-pop fans' behavior underscores the profound emotional and psychological connection these fans have with their favorite Korean idols and actors. This strong engagement, characterized by intense loyalty and an eagerness to consume content featuring their idols, presents a significant opportunity for companies involved in the Korean entertainment industry in Indonesia. Fans' deep emotional investment enhances brand awareness and can positively influence marketing efforts, particularly when leveraging the social connections and enjoyment derived from following celebrity-driven content.

However, the findings also highlight critical managerial implications for companies in this industry. While fans' emotional connection is robust, it does not automatically translate into profitable actions or increased brand loyalty. This gap suggests a need for more targeted strategies that move beyond emotional engagement to foster tangible brand benefits. Additionally, the emphasis on unique and innovative features over consistent quality in K-Beauty products points to a consumer preference for novelty and differentiation. Companies should focus on developing and promoting standout product features and enhancing storytelling and experiential aspects of content to better meet fans' expectations. Businesses and organizations targeting Indonesian Korean fans should focus on creating engaging content, improving the quality of their content, and providing opportunities for fans to connect with their favourite idols/actors to build a solid and loyal fan base (Indonesian K-Popers). This study confirms that audience involvement positively influences celebrity worship, which improves brand awareness of K-beauty products. Improved brand awareness would positively relate to perceived product quality, which in turns purchase intentions and visit intentions to Korea.

The study's conclusions are based on a narrow demographic of Indonesian Korean entertainment viewers, predominantly comprising young, lower-income students from the Jabodetabek and Java Island regions. This sample may not fully represent the diversity of Korean entertainment's audience in Indonesia, such as male viewers, who also constitute a significant segment. While these male viewers may not be the primary consumers of Korean beauty products, the male skincare market is expanding globally, suggesting they should not be overlooked in future research. Additionally, Korean entertainment showcases a range of products beyond beauty items, including food, fashion, and

automobiles, which future studies could explore in terms of the impact of media and celebrity influence. Korean entertainment's global popularity also suggests that validating the conceptual model in different cultural contexts could enhance its robustness and generalizability. Finally, contrasting the influence of local versus foreign entertainment media could provide valuable insights for brands and marketers.

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APPENDIX

Appendix 1. Table Description of Respondent Profile

Demographics	Category	Frequency	Percentage (%)
Domicile	Jabodetabek	110	49.8
	Java Island	68	30.8
	Sumatera Island	28	12.7
	Kalimantan Island	6	2.8
	Sulawesi Island	2	0.9
	Maluku Island	0	0
	Bali Island	4	1.9
	NTT – NTB Island	2	0.9
	Papua	1	0.5
	< 17 years old	21	9.5
Age	17 – 24 years old	153	69.2
	25 – 40 years old	44	19.9
	41 – 55 years old	3	1.4
	> 55 Tahun years old	0	0
Marital Status	Married	34	15.4
	Single	187	84.6
	Students	119	53.8
Occupation	Private Employee	57	25.8
	Government Employee	1	0.5
	Entrepreneur	17	7.7
	Freelancer	8	3.6
	Laborer	19	8.6
Educational Background	Elementary School	2	0.9
	Junior High School	5	2.3
	High School	112	50.7
	Diploma	17	7.7
	Bachelor's Degree	83	37.6
	Master	1	0.5
	Doctoral	1	0,5
	< Rp. 1.000.000	97	45,5
Monthly Income	Rp. 1.000.001 – Rp. 2.500.00	32	15
	Rp. 2.500.001 – Rp. 3.500.000	17	8
	Rp. 3.500.001 – Rp. 4.500.000	26	12.2
	Rp. 4.500.001 – Rp. 5.500.000	9	4.2
	Rp. 5.500.001 – Rp. 6.500.000	17	8
	> Rp. 7.500.000	15	7.1

Source: Authors' work (2022)

Appendix 2. Table Indicator reliability, Construct reliability, and Construct Validity (Lower Order Construct)

Construct	Indicators	Factor Loadings	AVE	Composite Reliability
Celebrity Worship	Entertainment Social		0.524	0.907
	1.	I am delighted to discuss my favorite Korean celebrity idol with friends.	0.740	
	2.	One of the main reasons why I am interested in my favorite Korean celebrity idol is to relieve boredom from my daily routine.	0.667	
	3.	Following the developments and information about my favorite Korean celebrity idol is a very enjoyable activity for me.	0.784	
	4.	I enjoy conversing with others who admire my favorite Korean celebrity idol.	0.776	
	5.	Learning about the life story of my favorite Korean celebrity idol is a fun experience.	0.746	
	6.	I am thrilled to gather with others who also appreciate my favorite Korean celebrity idol.	0.749	
	7.	When my favorite Korean celebrity idol experiences failure, I feel like I'm experiencing it with them.	0.576	
	8.	I enjoy watching and listening to news about my favorite Korean celebrity idol, especially when I am in a crowded place.	0.630	
	9.	Keeping up with the news about my favorite Korean celebrity idol is an entertaining form of self-entertainment.	0.816	
	Intense Personal		0.513	0.894
	1.	Meeting my favorite Korean celebrity idol would be a dream come true, and I am sure they would recognize me as their biggest fan.	0.737	
	2.	I share an unexplainable bond with my favorite Korean celebrity idol that goes beyond mere admiration.	0.784	
	3.	I am extremely interested in the details of my favorite Korean celebrity idol's life and closely follow their career.	0.714	
	4.	When my favorite Korean celebrity idol achieves something great, I feel an immense sense of pride and joy as if it's happening to me.	0.759	
	5.	I have a special place to store all the merchandise related to my favorite Korean celebrity idol.	0.509	
	6.	The success of my favorite Korean celebrity idol feels like my own success, and I take pride in it.	0.767	
	7.	I consider my favorite Korean celebrity idol as a soulmate and feel a deep connection with them.	0.775	
8.	My admiration for my favorite Korean celebrity idol is so intense that I often find myself thinking about them, even when I don't want to.	0.787		
9.	If my favorite Korean celebrity idol were to pass away, I would feel a profound sense of loss and grief, as if a part of me died too.	0.556		
Borderline Pathological		0.650	0.847	

Construct	Indicators	Factor Loadings	AVE	Composite Reliability	
Audience Involvement	1. I often feel a strong urge to learn about the personal habits of my favorite Korean celebrity idol.	0.816	0.519	0.882	
	2. If I were lucky enough to meet my favorite Korean celebrity idol, I might even do something illegal if they asked me to do so.	0.753			
	3. If someone were to give me money to spend as I please, I would consider buying personal items that were once used by my favorite Korean celebrity idol.	0.847			
	Behavioural Involvement				
	1. I make sure to watch any TV drama, film, or program featuring my favorite Korean idol/actor.	0.787			
	2. I find my favorite Korean idol/actor to be very engaging and captivating when they appear in the TV dramas, films, or programs that I watch.	0.811			
	3. I read news about my favorite Korean idol/actor in the media (newspapers, internet, or magazines).	0.694			
	4. I feel sad when my favorite Korean idol/actor is reported to have made a mistake.	0.512			
	5. I feel sad when my favorite Korean idol/actor experiences something negative.	0.717			
	6. I hope to see my favorite Korean idol/actor in every episode of the TV dramas, films, or programs that I watch.	0.799			
Audience Involvement	7. Sometimes, I comment about my favorite Korean idol/actor while watching TV dramas, films, or programs.	0.683	0.515	0.810	
	Emotional Involvement				
	1. When watching Korean TV dramas, films, or programs, I feel like I am a part of every storyline.	0.717			
	2. While watching Korean TV dramas, films, or programs, I feel like my favorite idol/actor is like an old friend to me.	0.689			
	3. I have a strong desire to meet my favorite idol/actor in person who appears in Korean TV dramas, films, or programs.	0.749			
	4. I enjoy hearing the voice of my favorite idol/actor from the Korean TV dramas, films, or programs I watch at home.	0.715			
	Referential Reflection				
	1. I feel that Korean TV dramas, films, or programs portray life lessons that are connected to my personal life.	0.835			
2. I feel that Korean TV dramas, films, or programs bring stories to life as if they were experiencing it themselves.	0.874				
3. I feel that Korean TV dramas, films, or programs address story types of issues that I want to know more about.	0.887				
Brand Awareness	1. I am familiar with beauty brands that appear in Korean TV dramas, films, or programs.	0.770	0.693	0.918	

Construct	Indicators	Factor Loadings	AVE	Composite Reliability
	2. When thinking of beauty products, Korean brands are among the first brands that come to mind.	0.819		
	3. I am well acquainted with the quality of beauty products from Korea.	0.866		
	4. I am highly knowledgeable about each beauty brand from Korea.	0.842		
	5. I can recognize Korean beauty products among other competing brands in the same product category.	0.863		
	1. Korean beauty brands offer products of exceptional quality.	0.913		
Perceived Product Quality	2. Korean beauty brands offer products with consistent quality.	0.935	0.852	0.958
	3. Korean beauty brands offer reliable products.	0.918		
	4. Korean beauty brands offer products with outstanding features.	0.928		
	1. I will consider buying Korean beauty products.	0.842		
2. I might purchase Korean beauty products.	0.895			
Purchase Intention	3. I will buy Korean beauty products if I ever need beauty products.	0.884	0.763	0.906
	1. I might visit Korea in the future.	0.943	0.920	0.962
	2. I have plans to visit Korea in the future.	0.947		
3. I have hopes of visiting Korea in the future.	0.947			

Source: Authors' work (2022)