



Understanding the purchasing intentions of Korean skincare products among university students in Indonesia

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ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui faktor-faktor yang mempengaruhi niat pembelian dan keputusan pembelian konsumen produk perawatan kulit Korea. Tiga faktor yaitu Korean wave, media sosial, dan kelompok referensi dilibatkan dalam penelitian ini. Jumlah sampel yang digunakan sebanyak 300 siswa dengan kriteria tertentu dengan menggunakan teknik purposive sampling. Data dianalisis menggunakan metode PLS-SEM dengan menggunakan software Smart PLS 3.0. Hasil penelitian menunjukkan bahwa Korean wave, media sosial, dan kelompok referensi berpengaruh signifikan dan positif terhadap niat beli konsumen. Lebih lanjut, penelitian ini juga menemukan adanya pengaruh signifikan dan positif antara media sosial terhadap keputusan pembelian. Sedangkan variabel Korean wave dan reference group tidak mempunyai pengaruh yang signifikan terhadap keputusan pembelian. Selain itu, terdapat pengaruh minat beli terhadap keputusan pembelian konsumen. Kesimpulan penelitian ini membuktikan bahwa media sosial Korean wave dan kelompok referensi berpengaruh terhadap perilaku niat beli konsumen. Media sosial juga mempengaruhi keputusan pembelian konsumen, sedangkan Korean wave dan kelompok referensi mempengaruhi keputusan pembelian. Lebih lanjut, hasil penelitian menunjukkan bahwa niat pembelian dapat memediasi hubungan Korean wave, media sosial, dan kelompok referensi terhadap keputusan pembelian.

ABSTRACT

This study investigates the factors influencing the purchase intention and consumer purchase decisions of Korean skin care products. Three factors, namely the Korean wave, social media, and reference groups, were included in this study. The number of samples used was 300 students with certain criteria using a purposive sampling technique. Data were analyzed using the PLS-SEM method using Smart PLS 3.0 software. The results showed that the Korean wave, social media, and reference groups significantly and positively affected consumer purchase intention. Furthermore, this study also found a significant and positive influence between social media and purchasing decisions. Meanwhile, the Korean wave and reference group variables do not significantly impact purchasing decisions. In addition, buying interest influences consumer purchasing decisions. The conclusion of this study proves that Korean wave social media and reference groups affect consumer purchase intention behavior. Social media influences consumer purchasing decisions, while the Korean wave and reference groups affect purchasing decisions. Furthermore, the study results show that purchase intention can mediate the relationship between the Korean wave, social media, and reference groups on purchasing decisions.

INTRODUCTION

The beauty industry is experiencing rapid development in developed and developing countries (Tanuwijaya & Slamet, 2021). The beauty industry is very profitable (Britt et al., 2020) and experienced strong, stable, and sustainable annual growth (Łopaciuk & Łoboda, 2013). The continued growth of the beauty industry sector is driven by consumer attitudes that are becoming increasingly conscious of appearance, beauty, and grooming (Khraim, 2011). The increase in the number of consumers of beauty products was also driven by an increase in income levels (Dalziel & De Klerk, 2020). In addition, the many e-commerce industries and the use of social media for direct buying and selling between companies and consumers make it easy to meet their beauty product needs (Sagia & Situmorang, 2018).

From 2012 to 2022, the global splendor enterprise will experience an average increase of 4,5% consistent with the year (CAGR), with annual growth charges ranging from 3% to 5.5% (Łopaciuk & Łoboda, 2013). The industry has remained sturdy despite the global monetary downturn, producing an envisioned \$532 billion globally in client spending in 2017 and predicted to attain \$863 billion by 2023. The global beauty industry is divided into five main business categories: skincare, hair care, color (makeup), perfume, and toiletries. Skincare products are the category of beauty products with the highest popularity and are the mainstream in the global beauty industry (Lee et al., 2019). Various countries, such as America and Europe, which previously played their role as leading cosmetic manufacturers, continued to innovate in the manufacture of cosmetic products, but now South Korea has begun to attract the

attention of global cosmetic consumers, including Indonesia (Siswandi & Djawoto, 2019). This phenomenon shows that consumers in Indonesia have a high preference for beauty products from South Korea. This high preference indicates a high buying interest in beauty products from South Korea (Ferdinand & Ciptono, 2022).

Based on a survey conducted by the ZAP Beauty Index in 2019 with 6,460 respondents aged 13-65 in Indonesia, 57.6% of Indonesian women chose skincare products from South Korea as their choice, followed by skincare from Indonesia as much as 37.4%, Japan 22.7%, and the United States 20.1% (Setiani et al., 2021). Based on the survey, the beauty products originating from the country of ginseng are more popular in Indonesia. So, local cosmetics are still less competitive, especially in the skincare category (Syafaah & Santoso, 2022). This is supported by the number of cosmetic imports in Indonesia, which is still relatively high, with cosmetic import data in 2018 of USD 850.15 million, an increase compared to 2017 of USD 631.66 million. Indonesia has experienced a large increase in skincare product customers originating from South Korea, with seven brands from South Korea, such as The Face Shop, Some By Mi, Innisfree, Nature Republic, Laneige, and several other brands found to have the most users entering the Indonesian cosmetic market (Siswandi & Djawoto, 2019).

The rise of users of South Korean skincare products in Indonesia is because the skin types of Indonesian women are not much different from the skin of South Korean women. It is just that the skin color is different. South Korean women have a lighter and whiter skin color, while Indonesians are synonymous with brown color (Syafaah & Santoso, 2022). On the other hand, several skincare brands from South Korea that the people of Indonesia love are no exception for the younger generation (Cahyani & Zahara, 2021) have not registered Halal certification from Halal Product Warranty Organizing corporation (Setiani et al., 2021). However, this does not affect the popularity of South Korean skincare products in Indonesia. Regarding the benefits offered, Indonesian women make South Korean beauty products their routine skincare, which they trust to care for facial skin health (Andriani & Setiawan, 2020). Prioritizing natural and environmentally friendly ingredients, Korean skincare has a place in Indonesian consumers' hearts who are becoming aware of environmental issues and a healthy lifestyle (Mutmainah, 2021).

The popularity of Korean Beauty is also influenced by the love for South Korean cultural exports dating globally or the Korean wave (Lathifah et al., 2019). The Korean wave can be understood as a phenomenon of cultural globalization where people worldwide enjoy the flow of popular culture from South Korea as a form of state diplomacy in introducing cultural products through the entertainment industry, such as K-pop and K-drama (Pratama, 2021). The success of the Korean state in the entertainment industry has included values, lifestyle, social life, systems and traditions, and beliefs adopted by Korean people that are starting to be enjoyed by the global community (Lathifah et al., 2019). With the increasing acceptance and popularity of the Korean wave in many countries, Korean celebrities in K-drama and

K-pop are becoming famous and have many fans abroad, which also influences the rapid dissemination of products with elements of Korean culture through the Korean wave phenomenon and is also assisted by one of them, namely the media as a means of cultural transfer in the modern era (Boon et al., 2020).

Before deciding to buy a product, consumers will engage in information search behavior about the desired product. This information can come from different sources, one of which is media sources such as social media (Giovannini et al., 2015). Young people exist in a world filled with information that makes them tech-savvy, properly knowledgeable, and linked (Bevan-Dye & Akpojivi, 2016). The younger generation is also characterized by having high self-confidence, awareness, and individuality compared to other generations (Boon et al., 2020). The younger generation is the most existing generation of consumers to date. As a heavy consumer of social media sites and online reviews (Bevan-Dye & Meyer, 2018), this generational cohort is up to date. It contributes to the massive number of online product and provider evaluations (Bevan-Dye, 2020).

Consumer ideals, attitudes, and conduct, particularly in the younger era, are prompted by the social environment, which includes different people and relevant individuals with whom they have close relationships (Luo, 2019). Other factors that can affect the social environment may additionally include peer stress and conformity to each other (Giovannini et al., 2015). Consumer buying interest is based on the consumer's submission to the influence of reference groups, where consumers act according to the norms or standards determined by the linked group (Boon et al., 2020). In their research, Park & Lessig (1977) found that consumers, especially student groups, tend to be vulnerable to the influence of reference groups when purchasing a product or service that stands out. Therefore, it is reasonable to assume that consumer buying interest behavior, especially towards Korean beauty products, is susceptible to being influenced by reference groups originating from the social environment (Boon et al., 2020). Apart from business phenomena, this research is also based on GAP research findings, as shown in Table 1 below:

Table 1
Research Gap

No.	Type of Gap	Explanation
1	Research controversial	<ul style="list-style-type: none"> – Yang et al. (2020) found that the Korean wave significantly impacted purchasing decisions. Meanwhile, Tjoe & Kim (2016) found that the Korean wave did not significantly influence consumers' purchasing decisions. – Syafaah & Santoso (2022) of their research observed that the Korean wave has a significant effect on customer shopping decision behavior. Meanwhile, Tijun & Saino (2023) discovered that the Korean wave has no substantial impact on the growth of shopping choices. – Fahirra & Andjarwati (2022) found that the Korean Wave greatly influences purchaser buying decision behavior. Meanwhile, Liya et al. (2021) found that the Korean wave substantially impacted the boom in purchasing decisions.

No.	Type of Gap	Explanation
2	Research controversial	<ul style="list-style-type: none"> - Diyatma (2015) observed that social media greatly affects consumer purchasing decision conduct. Meanwhile, Fatimah (2020) observed social media had no substantial impact on growing purchasing decisions. - Indriyani & Suri (2020) found that social media has a massive negative effect on customer shopping decision behavior. In the meantime, Edy & Brotojoyo (2017) discovered social media has a negative impact on growing buying decisions.
3	Research controversial	<ul style="list-style-type: none"> - Sarah & Artanti (2020) found that the reference institution has a massive impact on the purchasing decision of the purchaser. In the meantime, Fany & Dunan (2022) discovered that the reference group has no extensive impact on the growth in purchasing decisions. - Santosa & Cahyaningtyas (2020) stated that institution reference has an extensive advantageous influence on consumer buying decision conduct. Meanwhile, Zahra & Yulianto (2016) determined that the reference institution negatively impacts the growth of purchasing decisions.

Source: Syafaah & Santoso (2022); Subaebasni et al. (2019); Fahirra & Andjarwati (2022); Liya et al. (2021); Diyatma (2015); Fatimah (2020); Indriyani & Suri (2020); Edy & Brotojoyo (2018); Sarah & Artanti (2020); Fany & Dunan (2022); Santosa & Cahyaningtyas (2020); Zahra & Yulianto (2016).

Based on the problem's background and the research differences, the researcher wants to re-examine the influence of the Korean wave, social media, and reference groups on purchasing decisions, with buying interest as an intervening variable. Researchers think buying interest can increase the relationship between the Korean wave, social media, and reference groups in consumer purchasing decisions. Therefore, this research will answer the following questions: 1) How can the Korean wave influence buying interest and purchasing decisions for Korean skincare products? 2) How can social media influence the buying interest and purchasing decisions for Korean skincare products? 3) How can reference groups influence buying interest and purchasing decisions for Korean skincare products? 4) How can buying interest affect purchasing decisions for Korean skincare products? Based on these speculations, it is important to determine the antecedents of the influence of the younger generation's consumer attitudes toward Korean skincare products (Boon et al., 2020). This information will help beauty product companies develop more effective marketing strategies to target market segments. This research focuses on student groups based on the idea that tertiary qualifications are associated with higher social status, so student groups become trendsetters in the social environment (Bevan-Dye & Akpojivi, 2016).

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Consumer Culture Theory (CCT)

In line with Arnould & Thompson (2015), client way of life theory (CCT) examines the relationship between patron conduct and enjoyment from a social and

cultural angle. CCT refers to a fixed set of theoretical views that cope with the dynamic dating between consumer behavior, markets, and cultural meanings that form customer reports in various conditions in normal existence (Sherry & Fischer, 2017). Arnould & Thompson (2015) define customer lifestyle as a social setting in which the connection among dwelling subculture and social sources, as well as among significant approaches of existence and the symbolic and material resources upon which they rely, is mediated through markets. Patron lifestyle refers to what clients believe and do rather than the individual they have (Arnould & Thompson, 2015). Patron subculture theorists have highlighted numerous interrelated definitions and traits of patron tradition. Don Slater states that consumer subculture is an “intake lifestyle” (emphasis on the original). From the attitude of CCT, consumer subculture is a dynamic community of material, financial, symbolic, and social relationships or connections.

Don Slater proposes that customer tradition denotes a socio-economic placing in which the marketplace, both directly or in a roundabout way, mediates the connection among existing stories. This is between meaningful approaches to life and symbolic resources. CCT is an interdisciplinary field approach that includes macro, interpretive, and critical procedures to the attitude of purchaser conduct (Sherry & Fischer, 2017). The choice to pick the product we need encourages the replica of the client's way of life and market capitalism. The term patron subculture conceptualizes an interconnected system related to customer behavior closer to buying interest in products and influencing cultural elements (Arnould et al., 2019). People who accept this as accurate within purchaser culture regard consumption as important and precious inside themselves (Ritzer & Ryan, 2007). Intake from a customer attitude requires an approach via purchaser behavior. Therefore, this research uses the client's way of life principle (CCT).

Purchase Intention

Consistent with Schiffman & Kanuk (2015), buy intention is a person's version or mindset closer to items or objects, which is appropriate for measuring attitudes toward certain varieties of merchandise, services, or manufacturers. Buy aim is a country that represents purchasers' "the possibility to shop for merchandise or subscribe to services primarily based on customer revel in or buy history" (Ma et al., 2014). In keeping with Ajzen & Fishbein (1977), purchase intention ends in the possibility of people acquiring a product and is an important component in measuring customer conduct. Buy purpose is a customer intellectual announcement that displays the patron's purchase plan for a product (Halim & Iskandar, 2019) as an applicable measurement inside the advertising and marketing literature utilized by corporations to expect product income and describe consumer behavior inside the destiny (Curvelo et al., 2019). To measure buying interest, we can use the indicators in Table 2 below:

Table 2
Purchase Intention and Measurement Dimensions

No.	Variable	Indicators	Source
1	Purchase Intention	- Transactional interest - Preferential interest - Explorative interest	(Hendayana & Afifah, 2021)
2	Purchase Intention	- Interested in the product information - Consider buying the product - Interested in trying the product - Want to know the product - Interest in buying the product	(Arianto & Difa, 2020)
3	Purchase Intention	- Transactional interest - Referential interest - Preferential interest	(Wonok & Loindong, 2020)

Source: Arianto & Difa (2020); Hendayana & Afifah (2021); Wonok & Loindong (2020).

Korean Wave

The Korean wave, or the Hallyu phenomenon, is a phenomenon of Korean cultural trends covering all fields related to the Korean state in the Asian and European Regions (Nguyen, 2019). Consistent with Kim (2015), the Hallyu 1.0 phenomenon emerged through K-drama in the late 1990s, then Hallyu 2.0 emerged with K-music, Hallyu 3.0 with K-culture, and Hallyu 4.0 with K-style. From these industrial products, the Korean wave developed significantly (Hendayana & Afifah, 2021). Hallyu has significance at a national level. Korea has become a major player in cultural export, national recognition has increased, and economic ripple effects are possible in industries other than culture (Shin et al., 2014). Hallyu is a monetary and cultural pressure, and the South Korean authorities acknowledge its cultural exports as a major source of monetary and cultural diplomacy marketers in numerous countries (Chen, 2017). To measure the Korean Wave, we can use the indicators in Table 3 below:

Table 3
Korean Wave and Measurement Dimensions

No.	Variable	Indicators	Source
1	Korean Wave	- Understanding - Attitude and Behavior - Perception	(Hendayana & Afifah, 2021)
2	Korean Wave	- Knowing Korean Wave - Love Korean wave culture - Interest in buying the product Korean Wave - Purchase Korean wave products	(Sagia & Situmorang, 2018)
3	Korean Wave	- Role Model - Expression of idolization	(Masturah et al., 2021)

Source : Hendayana & Afifah (2021); Masturah et al. (2021); Sagia & Situmorang (2018).

Korean wave (Hallyu) is a very popular cultural current and is becoming a trend that is a consumer behavior based on love for Korean culture (Jeong et al., 2017). Korean Wave has succeeded in touching feelings such as sympathy and empathy that form a nice photograph and love for Korean culture (Setyani & Azhari, 2021). The

higher the consumer's passion for Korean culture, the higher the consumer's interest in products with elements of Korean culture. If a consumer likes products that have elements of Korean culture, such as K-pop, K-drama, K-film, K-fashion, or K-food, the greater the chance for a consumer to buy goods related to Korean culture (Kim et al., 2008), thereby encouraging consumer purchase decisions for Korean products (Siswandi & Djawoto, 2019). This is in line with the results of research conducted by Yanthi et al. (2020), who also found that the Korean wave positively influences the increase in consumers' purchase decisions. In addition, Setyani & Azhari (2021) found that the Korean wave significantly influenced purchase intention. Based on this elaboration, the first and second hypotheses put forward in this study are as follows:

H1: The higher the Korean wave, the higher the consumer purchase intention.

H2: The higher the Korean wave, the higher the consumer purchase decision.

Social media

Social media consists of online resources that can be generated, explored, applied, and disseminated to train others about products, offerings, brands, topics, and other occasions of interest (Indriyani & Suri, 2020). In step with Kotler & Keller (2016), social media is a tool used by clients to proportion statistics within the shape of text, snapshots, sound, and video with different people and organizations. Social media includes a collection of internet-based total packages constructed on the ideological and technological foundations of Net 2.0 that allow the introduction and change of person-generated content (Indriyani & Suri, 2020). Social media is important in building communication between companies and consumers (Balduş et al., 2015). The characteristic of social media is that a message is conveyed to someone and the broader community. Messages sent are complimentary. There is no need to pass through the security portal. In addition, messages are disclosed relatively faster than other media, and message recipients can decide when to interact (Herdioko & Karisma, 2022). To measure social media, we can use the indicators in Table 4 below:

Table 4
Social Media and Measurement Dimensions

No.	Variable	Indicators	Source
1	Social Media	- Relationship - Communication - Post-purchase interactions - Format information	(Santoso et al., 2021)
2	Social Media	- The existence of interesting and entertaining content - There is an interaction between consumers and sellers - Ease of searching for product information - Ease of disseminating information to the public - Level of trust in social media	(Indriyani & Suri, 2020)

No.	Variable	Indicators	Source
3	Social Media	- Context - Communication - Collaboration - Connections	(Diyatma, 2015)

Source: Diyatma (2015); Indriyani & Suri (2020); Santoso et al. (2021).

Social media has modified how humans talk and share information and pastimes (Larasati & Oktivera, 2019). Most purchasers use social media to locate records before purchasing (Indriyani & Suri, 2020). So, it impacts the formation of patron buy purpose (Putri & Deniza, 2018). Social media provides a variety of information that consumers are looking for regarding the product they are interested in. The emergence of consumer confidence in information on social media encourages increased consumer purchase decisions for a product. This finding is supported by the results of previous research conducted by Riskyady & Sulistyowati (2021), who found that social media has a positive influence on increasing consumer purchase decisions. Similarly, Larasati & Oktivera (2019) found that social media significantly affects purchase intention. Based on this elaboration, the third and fourth hypotheses proposed in this study are as follows:

H3: The higher the social media, the higher the consumer purchase intention.

H4: The higher the social media, the higher the consumer purchase decision.

Reference Group

Reference groups are crucial to the look at purchaser conduct (Schulz, 2015). Reference organizations are external effects that offer social cues (Belch & Belch, 2018). Schiffman & Kanuk (2015) define a reference institution as a collection that serves as a credible source. Sumarwan (2019) also defines a reference organization as an individual or organization drastically affecting someone's conduct. Roberts-Lombard & Parumasur (2017) argue that reference companies are essential for customers to evaluate attitudes and conduct consumption patterns. Reference companies also impact the sentiment clients foster toward certain merchandise or manufacturers (Schulz, 2015). Usually, the reference institution consists of friends, co-employees, family participants, and celebrities (Dalziel & De Klerk, 2020). To measure the reference group, we can use the indicators in Table 5 below:

Table 5
Reference Group and measurement dimensions

No.	Variable	Indicators	Source
1	Reference group	- Normative influence - Effect of the value expression - Information influence	(Sandala et al., 2021)
2	Reference group	- Normative - Information	(Iriani & Harianto, 2014)

No.	Variable	Indicators	Source
3	Reference group	<ul style="list-style-type: none"> - Knowledge of the reference group regarding the product - The credibility of the reference group - Experience from reference groups - Reference group activity - Reference group appeal 	(Sakti & Pratama, 2022)

Source: Iriani & Harianto (2014); Sakti & Pratama (2022); Sandala et al. (2021).

The credibility and information of the reference group help build consumer confidence. So, the greater the individual's trust in the group as a valid source of information, the greater the possibility of following the group's opinion used as a reference. This will impact the emergence of consumer buying interest in a product, encouraging consumers' purchase behavior towards the referenced product. Reference groups provide standards and values that influence a consumer's behavior (Sari, 2020). Consumers also consider the level of involvement before purchasing a product using reference groups as informational cues, which relate to their purchase decisions (Santosa & Cahyaningtyas, 2020). Kotler & Armstrong (2012) state that purchase decisions are influenced by social factors such as reference groups, family, and roles and status. This opinion is supported by previous Iriani & Harianto (2014) research. Their research found that social media has a positive influence on increasing consumer purchasing decisions. In addition, Harnoto (2018) found that the reference group has a significant effect on purchase intention. Based on the description above, the fifth and sixth hypotheses proposed in this study are as follows:

H5: The higher the reference group, the higher the consumer purchase intention.

H6: The higher the reference group, the higher the consumer purchase decision.

Purchase decision

Buying choices involve a series of selections made by a purchaser before creating a buy that is made after the patron is willing to meet a need (Hanaysha, 2018). Setiadi (2015) defines buying decisions as a pooling manner combining knowledge to evaluate or more alternative behaviors to pick out one in all. Meanwhile, in step with Schiffman & Kanuk (2015), a purchasing decision is choosing between extra specific choices before creating a purchase. Patron purchase selections are typically related to the location of buy, the preferred emblem, model, purchase quantity, buy time, amount of money spent, and payment approach (Salem, 2018). Engel et al. (1995) state that to understand consumer purchase decisions, a company must understand the consumption process and product benefits in consumer perceptions. Variables and indicators of purchasing decisions are presented in Table 6 below:

Table 6
Purchase Decisions and Dimensions of Measurement

No.	Variable	Indicators	Source
1	purchasing decisions	- Stability - Habit - Giving recommendation - Repeat purchase	(Sholihat & Rummyeni, 2018)
2	purchasing decisions	- Recognition of needs - Information research - Alternative evaluation - Purchase decision - Post-purchase behavior	(Solihin, 2020)
3	purchasing decisions	- Product selection - Brand selection - Purchase channel selection - Purchase time - Purchase amount	(Mappesona et al., 2020)

Source: Mappesona et al. (2020); Sholihat & Rummyeni (2018); Solihin (2020).

Consumers with a positive attitude towards a product or brand will generate interest in purchasing the product they like. Interests are important in determining consumer behavior (Nulufi & Murwartiningsih, 2015). Purchase intention is part of the consumer behavior component in the attitude of consuming and the tendency to act before making a purchase decision. Buying interest has a purposeful meaning and is generally used to understand consumer goals when purchasing (Sari, 2020). This statement is supported by previous research conducted by Putri & Deniza (2018) and Solihin (2020), who found that purchase intention significantly influences consumer purchasing decisions. Based on the description above, the seventh hypothesis proposed in this study is as follows:

H7: The higher the consumer buying interest, the higher the purchase decision.

H8: Purchase intention mediates the influence of the Korean wave, social media, and reference groups on purchase decisions.

RESEARCH METHODOLOGY

In this study, researchers used a quantitative method. Population The population in this study were students in East Java, Indonesia. The research sample used was 300 respondents from several universities in East Java, Indonesia. Based on the technique of determining the number of samples from a population whose exact size is unknown, 300 respondents were found as the research sample. Sampling was conducted using a non-probability method, purposive sampling, based on certain considerations. In this case, the selection of the sample is based on certain characteristics related to the sample's characteristics.

Furthermore, primary data was used for data collection. Data collection

methods are online and offline questionnaires consisting of closed questions using a continuous rating scale of ten points from 1 = strongly disagree to 10 = strongly agree with each variable containing 5 question indicators. The following is an overview of the indicators used to distribute the questionnaire by adopting several previous studies, as shown in Table 7:

Table 7
Appendix

No.	Variable	Indicators	Source
1.	Korean Wave	- Understanding - Attitude and Behavior - Perception - Role Model - Expression of idolization	(Hendayana & Afifah, 2021; Sagia & Situmorang, 2018)
2.	Social media	- Relationship - Communication - There is interesting and entertaining content - Ease of searching for product information - Level of trust in Social Media	(Indriyani & Suri, 2020; Putri & Deniza, 2018)
3.	Reference group	- Information influence - The credibility of the reference group - Experience of the reference group - Group activity - Group attractiveness	(Sakti & Pratama, 2022; Sandala et al., 2021)
4.	Buying interest	- Transactional interest - Preferential interest - Explorative interest - Referential interest - Considering buying the product	(Hendayana & Afifah, 2021; Wonok & Loindong, 2020)
5.	Buying decision	- Recognition of needs - Habit - Alternative evaluation - Buying decision - Repeat purchase	(Sholihat & Romyeni, 2018; Solihin, 2020)

Source: Hendayana & Afifah (2021); Sagia & Situmorang (2018); Indriyani & Suri (2020); Putri & Deniza (2018); Sholihat & Romyeni (2018); Solihin (2020); Wonok & Loindong (2020).

The data analysis technique used in this study is the Partial Least Square (PLS) approach using SmartPLS 3.0 software by testing the measurement model and the research hypothesis. PLS is a variant-based SEM statistical method designed for testing relatively complex circuits. The aim of using SmartPLS is to predict the relationship between constructs, confirm the theory, and can also be used to explain whether there is a relationship between latent variables.

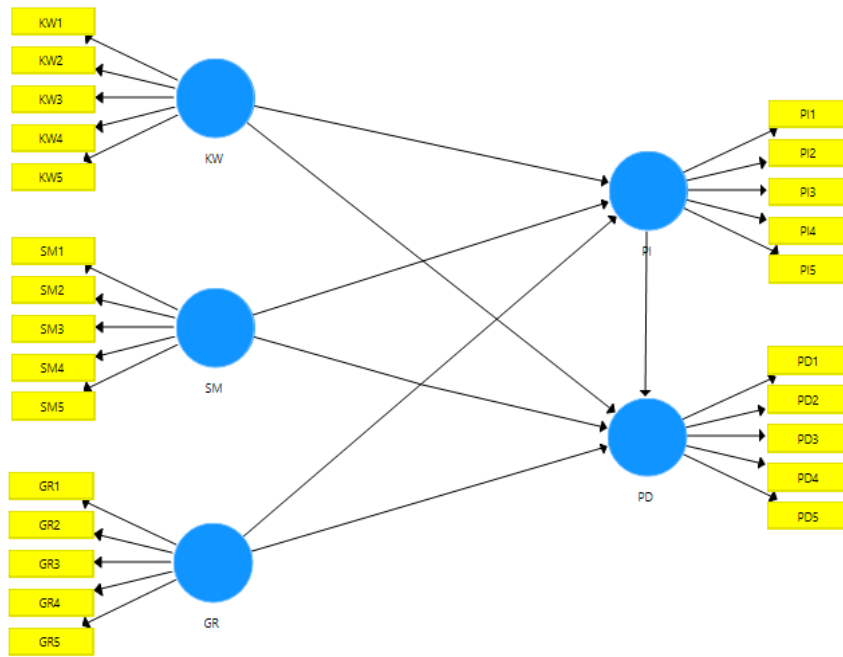


Figure 1
Research Model

FINDINGS

Profile respondent

In this study, we had 300 respondents with the characteristics of the research respondents, including gender, age, income, and source of income. The majority of respondents in this study were women, namely 80.3% or 241 people out of 300 respondents, while the remaining 19.7% or 59 people were men. This shows that the majority of students who have bought or used Korean skincare are women, the majority of whom are aged 21 to 30 years by 80.3% or as many as 241, so it can be said that female respondents at that age have a high awareness in caring for skin health for the sake of support their appearance by using the skincare products they choose. If we look at the income, the majority of respondents have an income of IDR 500,000 to IDR 1,000,000, namely 38% or 114 people, followed by income < IDR 500,000, as many as 23.7% or 71 people, IDR 1,000,000 – IDR 2,000,000, as many as 22% or 66 people, and the remaining 16.3% or 49 people with income > IDR 2,000,000. Based on the source of income, it is known that most of the respondents' income comes from their parents, namely 61.3% or 184 people, and the remaining 38.7% or 116 people.

Table 8
Characteristics of Respondents

Element	Frequencies	(%)
Gender		
a. male	59 respondents	19.7%
b. female	241 respondents	80.3%
age		
a. 17 s/d 20 years	51 respondents	17.0%
b. 21 s/d 30 years	241 respondents	80.3%

Element	Frequencies	(%)
c. 31 s/d 40 years	8 respondents	2,7%
d. 41 s/d 50 years	0 respondent	0%
Income		
a. <500.000	71 respondents	23.7%
b. 500.000 – 1.000.000	114 respondents	38.0%
c. 1.000.000 – 2.000.000	66 respondents	22.0%
d. >2.000.000	49 respondents	16.3%
Source of income		
a. independent	116 respondents	38.7%
b. parents	184 respondents	61.3%

Source: Primary data (processed in 2023).

Measurement models

The measurement model in this study was evaluated through convergent and discriminant validity. To validate each construct and determine the construct reliability, the researcher uses Cronbach's Alpha, rho_A, and Composite reliability with a minimum value of 0.7 each (Hair et al., 2014). Researchers found Cronbach's Alpha values ranging from 0.901 to 0.938, rho_A values from 0.904 to 0.938, and Composite Reliability values from 0.926 to 0.953. In Table 9, we observe that all AVE values are greater than 0.5 when assessing convergent validity with AVE, so the convergent validity of this construct can be considered valid. Furthermore, for discriminant validity, we assessed using the Fornell & Larcker criteria, which were carried out by comparing the square root of AVE with the correlation between constructs. As shown in Table 10, all the square roots of the AVE (diagonal values) are greater than the correlation coefficient between constructs (off-diagonal values), indicating that discriminant validity is considered adequate.

Table 9
Convergent Validity Test

Variable	Indicators	Outer Loading	CA	rho_A	CR	AVE	Information
Korean Wave	KW1	0.872	0.920	0.922	0.940	0.758	Valid
	KW2	0.905					
	KW3	0.839					
	KW4	0.920					
	KW5	0.813					
Social Media	SM1	0.876	0.901	0.904	0.926	0.716	Valid
	SM2	0.846					
	SM3	0.841					
	SM4	0.810					
	SM5	0.856					
Group reference	GR1	0.879	0.933	0.933	0.949	0.789	Valid
	GR2	0.908					
	GR3	0.900					
	GR4	0.847					
	GR5	0.859					
Purchase Intention	PI1	0.876	0.915	0.917	0.936		
	PI2	0.885					

Variable	Indicators	Outer Loading	CA	rho_A	CR	AVE	Information
Purchase Decision	PI3	0.818				0.746	Valid
	PI4	0.865					
	Pi5	0.872					
	PD1	0.896					
	PD2	0.896					
	PD3	0.881	0.938	0.938	0.953	0.801	Valid
	PD4	0.991					
	PD5	0.892					

Source: SmartPLS 3.0 (processed in 2023).

Table 10
Discriminant Validity Test

<i>Matriks Fornell-Larcker</i>	GR	KW	PD	PI	SM
GR	0.888				
KW	0.820	0.871			
PD	0.837	0.821	0.895		
PI	0.850	0.835	0.878	0.864	
SM	0.869	0.841	0.853	0.841	0.846

Source: SmartPLS 3.0 (processed in 2023).

Result

Tables 11 and 12 test the influence of the Korean wave variable on buying interest, showing that the Korean wave has a significant and positive effect on purchasing interest ($t = 3.044$; $\beta = 0.323$; $p\text{-value} < 0.05$). So, the H1 hypothesis is accepted. Furthermore, testing the effect of the Korean wave variable on purchasing decisions shows that the Korean wave has no significant effect on purchasing decisions ($t = 1.322$; $\beta = 0.123$; $p\text{-value} > 0.05$). So, the H2 hypothesis is rejected. Testing the influence of social media variables on purchase intention shows that social media has a significant and positive effect on purchase intention ($t = 3.010$; $\beta = 0.249$; $p\text{-value} < 0.05$). So, the H3 hypothesis is accepted. Furthermore, testing the influence of social media variables on purchasing decisions shows that social media has a significant and positive effect on purchasing decisions ($t = 2.898$; $\beta = 0.263$; $p\text{-value} < 0.05$). So, the H4 hypothesis is accepted. Testing the effect of the reference group variable on purchase intention shows that the reference group has a significant and positive effect on purchase intention ($t = 4.575$; $\beta = 0.370$; $p\text{-value} < 0.05$). So, the H5 hypothesis is accepted. Furthermore, testing the influence of the reference group variable on purchasing decisions shows that the reference group has no significant effect on purchasing decisions ($t = 1.410$; $\beta = 0.132$; $p\text{-value} > 0.05$). So, the H6 hypothesis is rejected. Furthermore, testing the effect of the variable purchase intention on purchasing decisions shows that buying interest has a significant and positive effect on purchasing decisions ($t = 4.279$; $\beta = 0.442$; $p\text{-value} < 0.05$). So, hypothesis H7 is accepted.

Table 11
Hypothesis Testing

Hypothesis	Correlation	Path coefficient (β)	t-statistics	p Values	Results
H1	KW -> PI	0.324	3.044	0.002	Accepted
H2	KW -> PD	0.121	1.322	0.187	Rejected
H3	SM -> PI	0.248	3.010	0.003	Accepted
H4	SM -> PD	0.263	2.898	0.004	Accepted
H5	GR -> PI	0.369	4.575	0.000	Accepted
H6	GR -> PD	0.132	1.410	0.159	Accepted
H7	PI -> PD	0.444	4.279	0.000	Accepted

Source: SmartPLS 3.0 (Processed in 2023).

Table 12
Sobel Test Results

Relation	Original Sample	Sample Mean	Standard Deviation	t-statistic	p Values	Results
KW -> PI -> PD	0.144	0.141	0.036	4.011	0.000	Accepted
SM -> PI -> PD	0.110	0.117	0.052	2.107	0.036	Accepted
GR -> PI -> PD	0.164	0.178	0.071	2.313	0.021	Accepted

Source: SmartPLS 3.0 (Processed in 2023).

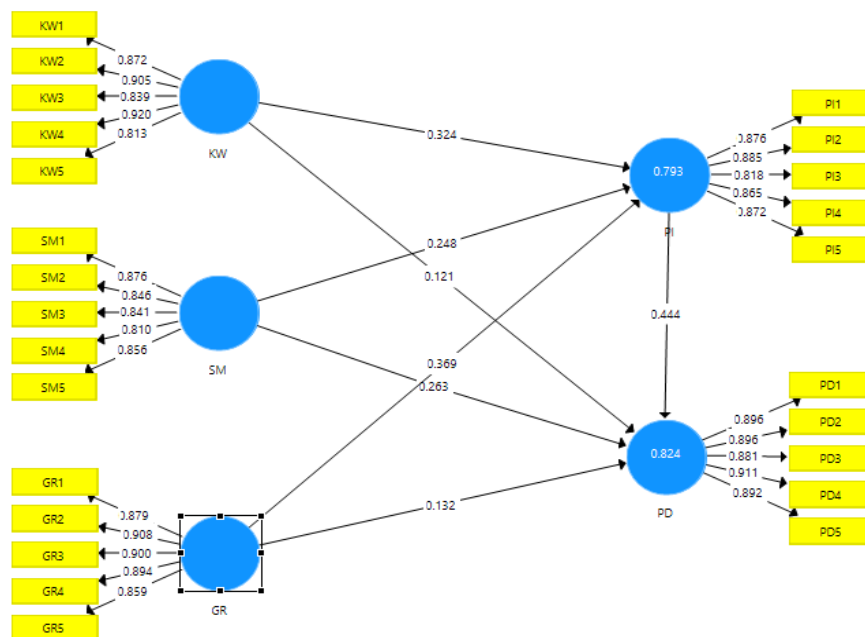


Figure 2
Structural Model

Discussion

Researchers found that the Korean wave culture significantly and positively influenced the intention to buy Korean skincare products. This is consistent with the phenomenon in the object of this research, where student consumers consider Korean wave culture to play an important role in building interest in buying Korean skincare products through the influence of K-drama, K-pop, and K-beauty presented by actors and singers, so that succeeded in influencing consumer perspectives regarding product

quality and stealing the hearts of the public, especially students. Consumers who love Korean culture will have a strong perception of being able to have products or services originating from Korea. This is because the Korean wave forms a strong perception of ownership of everything with elements of Korean culture. The opinion of Kim et al. (2008) that the Korean wave has succeeded in touching emotions or feelings such as sympathy and consumer empathy, which have become the impetus for the image of Korean cosmetic products, which are getting better in terms of quality in the eyes of consumers through the Korean wave. So, the higher the Korean wave culture, the higher the consumer buying interest. They tend to imitate things that smell of Korean wave culture, and Korean skincare products offer to meet their needs. Cahyani & Zahara (2021) stated that consumers who like Korean wave culture know Korean cosmetic product brands. Buying interests will arise after consumers receive stimulation from the product seen, so the desire to buy arises (Priyanto et al., 2021). The results of research by Sumiati (2020) show that Korean wave culture has a significant and positive effect on consumer buying interest in dealing with imported products. This result is also strengthened by research by Son & Kijboonchoo (2018), which found that the Korean wave significantly and positively increased consumer buying interest.

These results align with Consumer Culture Theory (CCT), which focuses on the relationship between consumer behavior and experiences from a social and cultural perspective (Arnould et al., 2019). The consumer culture perspective focuses on the emotional pleasure of consumption, the dreams and desires expressed in the imagery of certain consumer cultures that evoke immediate gratification and aesthetic pleasure (Hyde et al., 2017). Therefore, consumer behavior from a Korean wave cultural perspective can create a sense of love for products with elements of Korean culture, leading to consumer buying interest. Thus, Korean cosmetic companies must analyze Indonesian consumers' behavior through the culture currently attached to consumers.

Furthermore, researchers found that the Korean wave did not have a significant and positive influence on consumer purchasing decisions. So, the higher the influence of the Korean wave culture, the higher or lower the consumer purchasing decision. The phenomenon object of this study found that student consumers did not make the Korean cultural phenomenon the main benchmark in making purchasing decisions for Korean skincare products. This shows that consumers of Korean skincare products are the majority of smart consumers because their purchasing decisions do not only affect a booming cultural phenomenon. The use of student respondents also influences the findings because they have the characteristics of well-established product knowledge. So, they already have more dominant intellectual abilities to determine purchasing decisions. Besides that, consumers have more objective judgments about the quality of a product rather than just relying on existing cultural trend phenomena. This finding is reinforced by the results of the study Syafaah & Santoso (2022) and Cahyani & Zahara (2021), which found that the Korean wave did not significantly affect

purchasing decisions. So, Korean skincare products must have other ways to market their products besides relying on product promotion through cultural dissemination.

Researchers found that social media significantly and positively influences consumer buying interest. This means that the higher the use of social media, the higher the consumer's buying interest. This is in line with Gunelius (2011), who states that social media can influence individual thinking and expand the thoughts of other individuals so that they eventually form buying behavior. The phenomenon in this study's object was that student consumers consider social media important in building interest in buying Korean skincare products. One dimension of social media is the ease of finding information, where social media can be a source of information that is easily accessible and has no limitations. Fatimah (2020) revealed that consumers get various information regarding quality and price, as well as information on purchasing Korean skincare products through social media, where social media also provides opportunities for users to be creative, exchange content, and interact with fellow consumers. Raheni (2018) also revealed that information from social media could give consumers a sense of trust. This is supported by research conducted by Raheni (2018) and Larasati & Oktivera (2019), who found that social media can significantly and positively influence consumer buying interest. The more frequently consumers access information and promotions on social media, the more their buying interest will increase.

The researchers' findings also show a vast and advantageous effect between social media and buying choices. As expected, while clients can find sources of records from social media systems, they will generally tend to shop for a product. This means that the higher social media usage, the more consumer buying decisions will increase. The research phenomenon among pupil clients of Korean skin care products is that social media records play an essential role in increasing purchasing choice conduct. Social media has facilitated and expanded the float of records by making it clear to disseminate data to consumers. So, the clients will have concerns before making a buy selection. Numerous Korean skincare merchandise are aggressively promoted via social media through video and picture content. Content containing exciting facts will get a satisfactory response from social media customers. Therefore, it can quickly spread and affect clients. The impact of social media tends to be high at the records-in search of stage and the decision-making stage. Most pupil purchasers use social media to search for product critiques earlier than making purchases because they tend to consider hints from clients who have used products via social media instead of direct gives or offers contained in advertisements. Evaluations on social media can inspire and be used as material for customer evaluation before creating a buy selection. Clients who have advantageous stories about a product and proportion their reviews on social media may strongly affect different consumers searching for identical products. That is supported by the findings of Indriyani & Suri (2020) and Riskyady & Sulistyowati (2021), which show that social media is significant and can boost customer shopping

choices.

The examination results show that the reference institution has an enormous and positive impact on purchase intentions. This means the satisfactory direction coefficient indicates that the higher the impact of the reference organization, the better the purchaser's buying hobby. In the context of clients, the data obtained may reflect consumers regarding information, perceptions, and attitudes closer to merchandise and may alternate patron behavior in shopping for merchandise. This phenomenon has been observed in that student customers who have a hobby of buying Korean skincare merchandise recollect that statistics from reference corporations play an important role in influencing shopping for interest in Korean skincare merchandise. Patron buying hobby might be created by having a reference organization that gives reliable data and advice and significantly affects customers' shopping for interest. Data, recommendations, and suggestions supplied through reference organizations are examples of socio-cultural impacts that could generate shopping for interest in consumers. That means following the results of Sandala et al. (2021) that reference businesses are significantly and undoubtedly able to increase customer buying interest.

In addition, our empirical findings highlighted that the reference organization has no sizeable effect on purchasing decisions. This means that the excellent direction of the direction coefficient shows that the better the impact of the reference group, the higher or the decrease the purchaser's buy choice will no longer be. This contradicts research results from Faadhilah (2018), which states that purchasers tend to be more stimulated by reference agencies if the information provided is valid and relevant to the trouble at hand and the source affords accurate statistics. The quantity of records sourced from reference agencies will potentially change client conduct. This is similar to an examination by Fany & Dunan (2022), who determined that reference agencies cannot affect customer purchase choices. Kotler & Amstrong (2018) state that inside the shopping for selection process, there are factors that interfere, namely the attitudes of different human beings and unanticipated situational factors that can change purchase intentions. This research shows that Korean skincare merchandise customers recall that the reference institution has no position in forming shopping selections. Purchasers want more than reliable information and advice to make buying decisions, so purchase choices and intentions do not continually result in an actual buy choice (Zahra & Yulianto, 2016). Differences in respondents' backgrounds additionally have a chief effect on research consequences. Respondents in this take a look at have been students, where students are folks that are usually believed. So, someone can make their personal choices with diverse current considerations while not having to be prompted by using certain reference agencies, such as artists, pals, or officers.

Furthermore, researchers determined a significant and positive relationship between purchase intention and client purchasing decisions. The direction of the course coefficient suggests that the better the buying interest conduct, the higher the patron buying choice. This means that another aspect that affects shopping selections

is shopping for hobbies. Kamilah & Wahyuati (2017) also said that buying interest is non-public and related to the mindset of folks interested in an object and could have the strength or encouragement to perform a sequence of behaviors to approach or reap the item. This research shows that consumers of Korean skincare products recollect buying purpose as a determining thing in buying Korean skincare products. This is supported by research effects with the aid of Fasha et al. (2022) and Sari (2020), which state that shopping for hobby conduct has a giant and delicate influence on growing purchaser buying choices.

The consequences of the examination show that buying hobbies acts as mediation inside the courting between the have an impact on the Korean wave and buying choices. To create the impact of the Korean wave on buying selections, it is essential to have a mediating variable of purchasing hobby because the results of this examination display an instantaneous impact with a p-value of $0.187 > 0.05$ while an indirect impact with a p-value of $0.000 < 0.05$. It can be said complete mediation. The examination results additionally display that shopping for interest acts as a mediator within the impact of social media on purchasing decisions. To create an effect of social media on purchasing selections, it is necessary to have a mediating variable of buying interest due to the fact the results of this have a look at display a direct impact with a p-value of $0.004 < 0.05$ at the same time as an oblique effect with a p-value of $0.036 < 0.05$. In this connection, it can be said to be partial mediation. Furthermore, the study results show that buying interest acts as a mediator in the influence of the reference group on purchasing decisions. To create the influence of the reference group on purchasing decisions, it is necessary to have a mediating variable of buying interest because the study results show a direct effect with a p-value of $0.159 > 0.05$ while an oblique effect with a p-value of $0.021 < 0.05$. So, this connection can be stated to be full mediation.

CONCLUSION

The results show that the Korean wave phenomenon influences the buying interest of student consumers in Korean skincare products, the use of social media, and the influence of reference group information. This study also found that social media affected increasing purchasing decisions for Korean skincare products, but it differed from the Korean wave and reference groups, which had no influence on student consumer purchasing decisions for Korean skincare products. This study also found a full mediation relationship between the Korean wave variable and the reference group through the variable of buying interest on purchasing decisions and a partial mediation relationship between social media variables on purchasing decisions through the variable of buying interest.

Moreover, this examination presents complete graphs and information that permit researchers to evaluate market developments and economic conditions of

various nations and generations. Differences in client behavior and alternatives of various generations can also be further assessed because no research is ideal. So, a few lacking or unresolved elements may additionally exist within the current literature. This study contributes to the knowledge of patron purchasing intentions in the skin care industry by adding insightful insights and supplying deeper information on present research. It has to be emphasized that during the trendy, pretty aggressive skin care industry, strong marketing management is becoming an important step in securing a huge market proportion.

For this reason, agencies can recognize the importance of the three influencing elements on client shopping for interest. This study similarly offers enterprise expertise in market developments and customer possibilities. In this rapid-paced competitive skincare enterprise, companies need to keep up with cutting-edge client trends and choices in constructing a powerful and efficient marketing mix that meets customer wants and desires. This research also offers an updated theory that is used for destiny research, which could help agencies grow their income and marketplace proportion by imparting the right advertising and marketing features to stimulate patron buying behavior.

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