



The Influence of the Korean Wave and the Hedonism Lifestyle on the Decision to Purchase Official/Unofficial Aespa Merchandise in Indonesian

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Abstract:

This investigation seeks to elucidate the impact of the Korean Wave phenomenon and hedonistic consumer behavior on purchasing decisions regarding official and unofficial AESPA merchandise in Indonesia. The findings are anticipated to inform SM Entertainment's marketing strategy development, with particular emphasis on leveraging the Korean Wave and hedonistic lifestyle factors. Employing a quantitative research methodology, this study utilizes multiple linear regression analysis, executed via IBM SPSS version 29. The sampling procedure adheres to a non-probability approach, specifically utilizing judgment sampling. The study population comprises 100 Indonesian MY (AESPA fan community members) who engage with AESPA's music at a minimum frequency of once per month. The results demonstrate that both the Korean Wave and hedonistic lifestyle variables exert statistically significant influences on purchasing decisions, both independently and in conjunction.

Keywords: *Korean Wave; Hedonism Lifestyle; Purchase Decision.*

Introduction

The Korean Wave, or Hallyu, commenced its propagation in Indonesia circa 2000, exerting substantial influence across diverse societal strata due to its broad acceptance. This cultural phenomenon initially disseminated through various entertainment media, including television dramas, films, variety shows, fashion, theater, and K-pop music. K-pop's global ascendancy can be traced to the viral success of PSY's "Gangnam Style" in late 2012, although preceding this, numerous K-pop groups had already established dominance in the Asian pop music market (Puspita, 2022). Lifestyle, a crucial consumer characteristic, significantly impacts purchasing decisions (Turban et al., 2015). Chaney (2013) delineates several lifestyle categories, encompassing independent, consumptive, journalistic, and hedonistic orientations.

Indonesia has been documented as hosting the world's largest K-pop fanbase as of 2021 (Alifah, 2022). These enthusiasts often allocate substantial time, energy, and financial resources to demonstrate allegiance to their preferred idols, frequently through the acquisition of idol-related products (Andina, 2019). Contemporary adolescents of both genders increasingly seek gratification through idol-centric content and merchandise procurement (CitraFortuna, 2021). K-pop merchandise encompasses a diverse array of thematic and conceptual items, including albums, light sticks, photocards, posters, and other novelty goods (Melia, 2022). This phenomenon potentially influences hedonistic lifestyle tendencies, wherein fans pursue pleasure through financial expenditure supporting their favored idols. Such behavior is likely to impact consumer decision-making processes regarding specific products (Annisa, 2021).

Empirical studies have yielded diverse findings regarding the relationship between the Korean Wave and purchasing decisions. Sembiring (2021) and Siskhawati & Atman Maulana (2021) report positive and significant influences, while Rama Prasetyo & Andjarwati (2021) indicate a negative and insignificant effect. Similarly, research on hedonic lifestyle's impact on purchasing decisions has produced varied results. Haryanti & Nurdin (2019) and Rama Prasetyo & Andjarwati (2021) demonstrate positive and significant influences, whereas Ginting (2021) finds no significant effect on consumer behavior. These inconsistencies in research outcomes present opportunities for replication studies employing identical variables across different contexts. K-pop enthusiasts' devotion manifests in time, energy, and monetary investments (CitraFortuna, 2021). This devotion motivates fans, such as MY (Aespa's fanbase), to support their idols through official merchandise purchases, consequently boosting sales metrics on platforms like the Gaon Chart (Kristina, 2021). This fervent support among K-pop fans is indicative of a prevalent hedonistic lifestyle orientation (Andina, 2019).

Literature Review and Hypothesis

Sembiring (2021) conducted a quantitative study utilizing correlation and regression analysis to examine the impact of the Korean Wave on purchase decision-making at Patbingsoo Korean Dessert House in South Tangerang. The findings indicated a significant influence of the Korean Wave on purchasing decisions, with residual effects attributed to unexamined factors such as pricing and promotional strategies. Lestari (2019) investigated the influence of brand ambassadors and the Korean Wave on brand image and subsequent purchasing decisions through an online survey of Innisfree consumers in Indonesia and China. The results revealed a negative correlation between the Korean Wave variable and purchasing decisions. Conversely, brand image demonstrated a significant impact on purchasing decisions. Additionally, the study identified disparities in the perceptions of brand ambassadors and the Korean Wave's influence on brand image and purchasing decisions between Indonesian and Chinese consumers.

Rama Prasetyo & Andjarwati (2021) analyzed the effects of hedonic lifestyle, price, and product quality on bicycle purchasing decisions during the COVID-19 pandemic. Their research demonstrated that all three variables exerted significant and positive influences on purchasing decisions. The authors suggested that United could enhance sales by offering competitively priced products while maintaining superior quality. Ginting (2021) employed a quantitative approach with multiple regression analysis to examine the impact of hedonistic and conformity lifestyles on consumptive behavior among coffee shop patrons in Medan City. The results indicated that the hedonistic lifestyle variable had no significant influence on consumptive behavior, while the conformity variable demonstrated a positive impact. Simultaneous analysis revealed a collective influence of hedonism and conformity lifestyles on the consumptive behavior of coffee shop consumers in Medan.

Fahira (2022) investigated the influence of the Korean Wave and hedonistic lifestyle on the decision to purchase BTS's official albums using a quantitative approach with multiple linear regression analysis, facilitated by IBM SPSS Statistics. The findings revealed that both the Korean Wave and hedonistic lifestyle variables independently exerted significant and positive effects on purchasing decisions. Moreover, these variables demonstrated a significant and positive influence on purchasing decisions when analyzed simultaneously. These studies collectively contribute to the understanding of various factors influencing consumer behavior and purchasing decisions, particularly in the context of the Korean Wave and hedonistic lifestyle influences. The diverse methodologies and contexts employed in these investigations provide a nuanced perspective on the complex interplay of cultural phenomena, consumer preferences, and marketing strategies..

Korean Waves

The Korean Wave, or Hallyu, is defined by Puja, Pramadya & Oktaviani (2016) as the proliferation of South Korean cultural products, encompassing music, films, cuisine, fashion, and language, that have gained consumer acceptance. Sagia & Situmorang (2018) attribute the rise of the Korean Wave primarily to the popularity of Korean dramas and music, facilitated by their widespread accessibility at no cost. These media forms serve as conduits for Korean culture, showcasing distinctive clothing styles, product usage, lifestyle choices, and behavioral norms.

Teguh Puja Pramadya (2016) proposes four key indicators to measure the impact of Hallyu: awareness of the Korean Wave, affinity for Korean culture, interest in purchasing Korean Wave products, and actual acquisition of these products. This framework provides a structured approach to understanding and quantifying the influence of the Korean Wave on consumer behavior and cultural preferences.

Hedonism Lifestyle

Hedonism, derived from the Greek word "Hedone" meaning pleasure, is a lifestyle philosophy centered on the pursuit of unlimited pleasure and satisfaction (Idris, 2022). Chaney (2013) characterizes a hedonic lifestyle as one focused solely on life's pleasures, manifested through behaviors such as spending considerable time outside the home, willingly purchasing expensive desired products, and seeking to be the center of attention. Engel et al. (1995) developed a framework of indicators to measure hedonistic lifestyle, comprising three key aspects: Activity, Interest, and Opinion. Activity refers to time-spending behaviors that yield pleasure, such as hobbies and entertainment. Interest denotes the level of enjoyment arising from specific events or objects, which may include activities, media consumption, food, or community engagement that generate individual pleasure. Opinion encompasses both verbal and written responses to social inquiries about oneself and products associated with pleasure. This tripartite framework provides a comprehensive approach to understanding and assessing hedonistic lifestyle patterns and their influence on consumer behavior and decision-making processes.

Buying decision

According to Schiffman and Kanuk (2009), a purchasing decision involves selecting among two or more alternatives, necessitating the availability of multiple options for an individual to make a choice. The decision-making process plays a crucial role in determining purchasing decisions. Kotler (2008) posits that purchasing decisions culminate in consumers acquiring their most preferred brand. Aldoko et al. (2016) propose several indicators for measuring purchasing decision variables, including product familiarization, information gathering, product evaluation, and the ultimate decision to procure the product.

Research methods

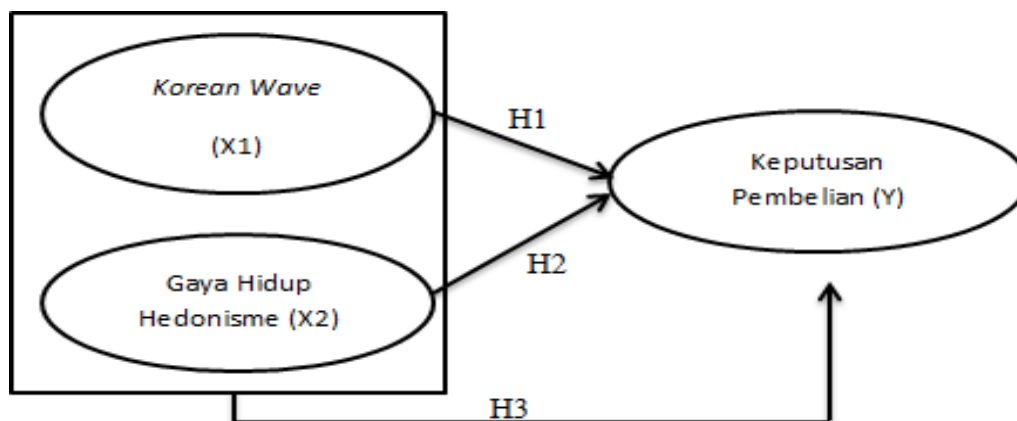


Figure 1. Research Model

Hypothesis Description:

H1: The Korean Wave has a significant influence on purchasing decisions for official/unofficial AESPA merchandise in Indonesia.

H2: The hedonistic lifestyle has a significant influence on the decision to purchase official/unofficial AESPA merchandise in Indonesia.

H3: The Korean Wave and the hedonistic lifestyle have a significant influence on the decision to purchase official/unofficial AESPA merchandise in Indonesia.

This research uses a quantitative approach with multiple linear regression data analysis techniques and is analyzed using the IBM SPSS 29 program. This research was conducted in Indonesia online by distributing questionnaires via Google Form.

Population and Research Sample

The research population comprises 41,821 followers of the Indonesian aespa fanbase Twitter account @AESPAINAUNION. This study employs non-probability sampling, specifically the judgment sampling method, to obtain sampling units with characteristics aligned with the research objectives. The target respondents for the questionnaire are individuals aged 11-42 years as of 2023, regardless of gender, who engage with AESPA's music at least once monthly. Sample size determination utilizes the Slovin formula, with a specified precision level of 10% (Sugiyono, 2017). Consequently, the study incorporates a sample size of 100 participants.

Data analysis

Instrument Test Results

Validity Test Results

Table 1. Validity Test Results

Question Items	r _{count}	r _{table}	Information
X1.1	0.575	0.195	Valid
X1.2	0.651	0.195	Valid
X1.3	0.748	0.195	Valid
X1.4	0.72	0.195	Valid
X2.1	0.771	0.195	Valid
X2.2	0.646	0.195	Valid
X2.3	0.635	0.195	Valid
X2.4	0.662	0.195	Valid
Y.1	0.656	0.195	Valid
Y.2	0.766	0.195	Valid
Y.3	0.55	0.195	Valid
Y.4	0.727	0.195	Valid
Y.5	0.458	0.195	Valid

Source: (Processed data results, 2023)

Based on the table above, it is known that all statements from variables x1.1 to y.5 are said to be valid and can be used as measuring tools to determine the influence of the Korean Wave and the hedonistic lifestyle on purchasing decisions.

Reliability Test Results

Table 2: Reliability Test Results

Variable	Cronbach'sAlpha	Reliability Coefficient	Information
X1	0.605	0.600	Reliable
X2	0.610	0.600	Reliable
Y	0.635	0.600	Reliable

Source: (Processed data results, 2023)

From the research results, it was found that each variable x1, x2 and y had a Cronbach's alpha α value greater than 0.60, so each instrument in the research was said to be reliable or reliable.

Results of Descriptive Statistical Analysis

Table 3. Statistical Analysis Results

Total	N	Min	Max	Mean	Std. Deviation
X1	100	11	16	13.90	1,508
X2	100	10	16	13.92	1,593
Y	100	13	20	17.13	1,952
Valid N	100				

Source: (Processed data results, 2023)

Based on the table above, it shows that the mean for the Korean Wave variable (X1) is 13.90, the hedonistic lifestyle variable (X2) is 13.92 and the purchasing decision variable (Y) is 17.13. Meanwhile, the standard deviation value for the Korean Wave variable (X1) is 1.508, for the hedonism lifestyle variable (X2) it is 1.593 and for the purchasing decision variable (Y) it is 1.952.

Results of Inferential Statistical Analysis

Kolmogrof-Smirnov Normality Test Results

Table 4. Normality Test Results

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Dev.	1.65353700
Most Ex. Diff.	Absolute	.085
	Positive	.067
	Negative	-.085
Test Statistic		.085
Asymp. Sig. (2-tailed) ^c		.074

Source: (Processed data results, 2023)

The results of the normality test using non-parametric statistical analysis of the Kolmogrof-Smirnov test in this study showed that the value of Asymp. Sig (2-tailed) is 0.074 where this value is greater than 0.05 so that the data is declared to be normally distributed.

Glejser Heteroscedasticity Test Results

Table 5. Heteroscedasticity Test Results

Model		t	Sig.
1	(Constant)	1,589	,115
	Total_X1	1,000	,320
	Total_X2	-1,090	,278

Source: (Processed data results, 2023)

The results of the heteroscedasticity test using glejser in this research, it can be concluded that the two independent variables in this research data have a value of Sig. greater than 0.05 so it is stated that there are no symptoms of heteroscedasticity.

Results of Multiple Linear Regression Analysis

The results of multiple linear regression analysis in this study show the following:

1. A constant of 6.491 means that if the value of the Korean Wave variable and the hedonistic lifestyle is 0, then the magnitude of the decision to purchase official/unofficial AESPA merchandise is 6.491.
2. The regression coefficient for the Korean Wave variable has a positive value of 0.473, which means that if the other independent variables have a fixed value and the Korean Wave variable experiences an increase of 1%, the purchasing decision will cause an increase of 0.473. The coefficient is positive, meaning that there is a positive relationship between the Korean Wave variable and the decision to purchase official/unofficial AESPA merchandise. The higher the Korean Wave, the greater the purchasing decision.
3. The regression coefficient for the hedonism lifestyle variable has a positive value of 0.292, which means that if the other independent variables have a fixed value and the hedonism lifestyle variable experiences an increase of 1%, the purchasing decision will cause an increase of 0.292. The coefficient is positive, meaning that there is a positive relationship between the hedonistic lifestyle variable and the decision to purchase official/unofficial AESPA merchandise. The higher the hedonistic lifestyle, the higher the purchasing decision.

Coefficient of Determination Test Results (R2)

Table 6. R2 Test Results

Model	Adjusted R Square
1	,268

Source: (Processed data results, 2023)

The results of data processing obtained from the Adjusted R Square value are 0.268. This proves that the Korean Wave variable and the hedonistic lifestyle have an influence on the decision to purchase official/unofficial Aespa merchandise by 26.8% and the remaining 73.2% is influenced by other factors not included in this research model.

Hypothesis Testing Results

Table 7: T-test results

Model		t	Sig.
1	(Constant)	3.745	<,001
	Total_X1	3.602	<,001
	Total_X2	2.346	.021

Source: (Processed data results, 2023)

The results of hypothesis testing obtained in this research are as follows:

- Korean Wave Hypothesis Testing (H1)
Based on the data above, it is known that the t-count value of the Korean Wave variable is 3.602 and the significance value is $0.001 < 0.05$, so H0 is rejected while H1 is accepted, which means that the Korean Wave has a significant influence on the decision to purchase official/unofficial AESPA merchandise.
- Testing the Hedonistic Lifestyle Hypothesis (H2)
Based on the data above, it is known that the t-calculated value of the hedonistic lifestyle variable is 2.346 and the significance value is $0.021 < 0.05$, so H0 is rejected while H2 is accepted, which means that the hedonistic lifestyle has a significant effect on the decision to purchase official/unofficial aespa merchandise.

So it can be concluded that the two independent variables or independent variables in this research have a partial or individual influence on the dependent variable of purchasing decisions.

F-Test Results

Table 8 : F-Test Results

Model		F	Sig.
1	Regression	19,105	<.001b
	Residual		
	Total		

Source: (Processed data results, 2023)

The f-test results in this study show the Sig value. amounting to $0.001 < 0.05$, which means that H_0 is rejected and H_3 is accepted so that the Korean Wave (X1) and hedonic lifestyle (X2) together or simultaneously have a significant influence on the decision to purchase aespa official/unofficial merchandise.

Results and Discussion

The Influence of the Korean Wave on Purchasing Decisions

The statistical analysis reveals a t-value of 3.602 and a significance value of 0.001 ($p < 0.05$), leading to the rejection of the null hypothesis (H_0) and acceptance of the alternative hypothesis (H_1). This outcome indicates a statistically significant influence of the Korean Wave on the purchasing decisions for official/unofficial AESPA merchandise in Indonesia. Individuals with an affinity for Korean popular culture, including K-Pop, K-dramas, and K-movies, demonstrate a propensity to acquire products associated with Korean culture, such as official/unofficial merchandise (e.g., albums, lightsticks, photocards, posters, and ancillary products) related to their preferred idols. MY Indonesia, the fandom name for AESPA supporters in Indonesia, exhibits a preference for AESPA merchandise due to the group's perceived uniqueness and distinctive concept.

Purchasing patterns for AESPA merchandise typically align with events such as comebacks, promotional discounts, or seasonal offerings. The increasing influence of the Korean Wave in Indonesia appears to correlate positively with these purchasing decisions. This phenomenon aligns with Diantanti et al.'s (2018) assertion that consumers harboring positive attitudes towards a brand tend to desire products associated with that brand. These findings corroborate Turban et al.'s (2015) theory positing that culture can influence purchasing decisions. Furthermore, they support previous research by Sembiring & Prabandari (2021) and Siskhawati & Maulana (2021), which demonstrated positive and significant influences of the Korean Wave on purchasing decisions. However, it is noteworthy that Lestari et al.'s (2019) study reported a negative and insignificant effect of the Korean Wave on purchasing decisions, potentially due to differences in research objects and political tensions affecting beauty product consumption.

The Influence of a Hedonistic Lifestyle on Purchasing Decisions

The statistical analysis yields a t-value of 2.346 for the hedonistic lifestyle variable, with a significance value of 0.021 ($p < 0.05$). This result leads to the rejection of the null hypothesis (H_0) and acceptance of the alternative hypothesis (H_2), indicating a significant effect of hedonistic lifestyle on the purchasing decisions for official/unofficial AESPA merchandise. The findings suggest a positive correlation between an individual's hedonistic lifestyle and their propensity for making purchasing decisions. This relationship is underpinned by high consumer knowledge about products, which influences both the stages of the purchasing decision-making process and consumption behavior (Diantanti et al., 2018). In the context of this study, Indonesian MYs (AESPA fans) demonstrate a preference for external activities, satisfaction-driven purchases, and adherence to current trends, particularly within the K-pop sphere.

These results align with previous research by Haryanti & Nurdin (2019) and Prasetyo & Andjarwati (2021), both of which established positive and significant influences of hedonistic lifestyles on purchasing

decisions. However, it is noteworthy that Amanda Aprilitta Ginting's (2021) study on coffee shop consumers yielded contrasting results, showing no significant effect of hedonistic lifestyle on consumer behavior. This discrepancy may be attributed to the contextual differences, particularly the impact of the COVID-19 pandemic on consumer behavior during 2020-2021. The Ipsos MORI (2021) study corroborates this interpretation, reporting that hedonistic behavior reached its nadir during the 2020-2021 period, with 74% of respondents expressing a preference for increased savings due to pandemic-induced uncertainties and risks. In contrast, the present study's focus on AESPA merchandise aligns more closely with the traditional definition of a hedonistic lifestyle, characterized by external leisure activities, luxury purchases, and trend-following behaviors.

The Influence of the Korean Wave and the Hedonistic Lifestyle on Purchasing Decisions

The F-test results reveal a significance value of 0.001 ($p < 0.05$), leading to the rejection of the null hypothesis (H_0) and acceptance of the alternative hypothesis (H_3). This outcome indicates that the Korean Wave (X_1) and hedonic lifestyle (X_2) variables collectively exert a significant influence on the purchasing decisions for official/unofficial AESPA merchandise. These findings corroborate Turban et al.'s (2015) theory, which posits that cultural factors can influence purchasing decisions, and that lifestyle is a significant determinant in consumer decision-making processes. The results also align with research conducted by Fahira (2022), which demonstrated a simultaneous significant influence of the Korean Wave and hedonistic lifestyle on purchasing decisions.

However, the adjusted R-square value of 0.268 suggests that the Korean Wave and hedonistic lifestyle variables account for 26.8% of the variance in purchasing decisions for AESPA merchandise in Indonesia. This relatively modest explanatory power implies that 73.2% of the variance is attributable to factors not included in this study. Potential additional influencing factors may include fan fanaticism, loyalty, motivation, merchandise quality, and brand image aspects. The brand image, in particular, may play a crucial role in enriching and directing an individual's consumption orientation towards symbolic aspects beyond the product's functional attributes (Supriyadi, Yuntawati Fristin, 2016). This underscores the complex interplay of factors influencing consumer behavior in this context.

Conclusion

Based on data analysis, it is proven that the Korean Wave variable and the hedonistic lifestyle have a significant influence on the decision to purchase official/unofficial AESPA merchandise in Indonesia, both partially and simultaneously. This means that the higher the influence of the Korean Wave and the hedonistic lifestyle, the higher the purchase of official/unofficial AESPA merchandise in Indonesia.

Suggestion

Practical suggestions for future researchers are expected to be able to distribute questionnaires online and offline so that fraud can be avoided. For another, the agency as a merchandise provider (SM Entertainment) is expected to reconsider its marketing strategy by considering the Korean Wave and the hedonistic lifestyle. Based on the R^2 test results, the Adjusted R Square value was 26.8% and the other 73.2% was influenced by other factors such as fanaticism, loyalty, motivation and merchandise quality. So theoretically, researchers provide suggestions for further research, hopefully they can consider other factors that can influence purchasing decisions.

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