

The Effect of Korean Brand Ambassador and Customer Online Review on Purchase Decision with Brand Image as An Intervening Variable

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Abstract

This study aims to analyze the effect of Korean Brand Ambassadors and Online Customer Reviews on purchasing decisions for YOU Beauty skincare products in Jakarta, with Brand Image as a mediating variable. This study uses a quantitative approach to examine the direct and indirect relationships between the variables studied. The path analysis technique was applied to process the data collected. The results showed that Korean Brand Ambassador has a positive and significant influence on purchasing decisions, while Online Customer Review does not have a significant positive influence on purchasing decisions. These findings highlight the important role of Brand Image in strengthening the relationship between Korean Brand Ambassadors and Online Customer Reviews with purchasing decisions, especially in the skincare product industry.

Keywords Korean Brand Ambassador, Online Customer Review, Brand Image, Purchase Decision, Skincare.

INTRODUCTION

In the modern marketing world, competition between brands is getting tighter, especially in the consumer goods sector which is heavily influenced by consumer perceptions and purchasing decisions. One element that has an impact on purchasing decisions is brand image. (Arianty and Andira: 2021). Brand Image is the overall picture formed in the minds of consumers about a brand, which is built through experiences, interactions, and brand communication with consumers. (Sitorus et al. 2022:105). A positive brand image can increase consumer trust, create loyalty, and ultimately influence purchasing decisions. According to Aaker (1991) in (Oktiani and Khadafi: 2018) stated that brand image is a very important asset for companies in building long-term relationships with consumers and creating differentiation in a competitive market.

At the same time, various external factors play a role in shaping brand image, one of which is the use of brand ambassadors. Brand ambassadors are well-known figures who are trusted to represent and promote brand values. (Maharani and Achmad: 2024). In recent years, the use of brand ambassadors from overseas celebrities or influencers, such as Korean actors and singers, has become increasingly popular, especially in Southeast Asia. The Korean Wave (Hallyu) phenomenon has created a tremendous attraction to products associated with Korean culture. (Sarajwati 2020), falls under the category of beauty and skin care. Research by (Lawrence and Setianingsih: 2024) shows that Korean brand ambassadors can strengthen brand image and attract consumers' attention, especially among the younger generation who are influenced by Korean pop culture.

Apart from brand ambassadors, online customer reviews are also an important element in forming consumer perceptions of a product. (Nita, Pasi, and Sudaryanto: 2021). In today's digital era, consumers can easily access product information through various



online platforms such as social media, e-commerce, and review sites. Customer reviews provided by fellow consumers are considered more credible because they reflect real and objective experiences. Research by (Cassie, Rahman, and Khasanah: 2024) revealed that positive reviews can increase consumer purchase intention, while negative reviews can influence the decision not to purchase a product. This shows that online reviews have a very important role in influencing purchasing decisions, especially in industries that rely heavily on user trust and experience, such as the cosmetics and skincare industry.

However, although both brand ambassadors and online customer reviews have been shown to have a significant influence on purchasing decisions, the relationship between the two in forming brand image and purchasing decisions still needs further research. Most previous studies have focused more on one variable, either brand ambassadors or online reviews, without looking at how the two factors interact and influence brand image simultaneously. Brand image, as an image or impression formed in the minds of consumers, often serves as a link between these external factors and purchasing decisions. Therefore, understanding how Korean brand ambassadors and online customer reviews contribute to forming brand image and ultimately influencing purchasing decisions is essential.

YOU Beauty, as a skincare brand from Indonesia, is a real example of this phenomenon. In 2022, Avoskin decided to choose Park Hyung Sik, a famous South Korean actor, as the brand ambassador for their brand. The selection of Kim Soo Hyun aims to strengthen the brand image of YOU Beauty in the Indonesian market and expand their reach in the Southeast Asian region, especially among young consumers who are increasingly influenced by Korean pop culture. (Rustaviani: 2022). This move shows that YOU Beauty understands the importance of brand ambassadors in building emotional connections with consumers and introducing their products to a wider market, both locally and internationally. However, while the use of Korean brand ambassadors has proven effective, further research is needed to determine how the brand image formed through these brand ambassadors can be influenced by other factors, such as online customer reviews, and how the two interact to influence consumer purchasing decisions.

Based on the background, this study aims to analyze brand image as a mediating variable between the influence of Korean brand ambassadors and online customer reviews on purchasing decisions for Avoskin skincare products in Jakarta. This study will provide insight into how these two marketing elements, brand ambassadors and customer reviews, play a role in shaping brand image and influencing consumer decisions in purchasing skincare products.

LITERATURE REVIEW

Buying decision

According to (Kotler and Amstrong 2016:117), purchasing decisions can be defined as consumer behavior, which is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Purchasing decisions are part of consumer behavior that focuses on the process of selecting and using products or services to satisfy needs and wants.

Brand Ambassador

A brand ambassador is an individual who plays a role in supporting advertising or becoming an advertising star who promotes the advertised product. (Maksum, Arifin, and Hufron:2018). Psychologically, celebrities are considered as factors that can influence consumer attitudes and beliefs towards promoted products (Lailiya 2020).

Online Customer Reviews

Online customer reviews are information provided by consumers to companies in the form of product evaluations after they make a purchase (Sugiarti and Iskandar 2021). Product reviews also serve as evaluation material for companies to improve the quality of products and services offered. In addition, product reviews can be a factor that influences purchasing decisions. In general, consumers look for information about the advantages, disadvantages, and prices of products before deciding to buy them on online shopping platforms, so they try to get this information through various sources.

Brand Image

A brand is a name, term, symbol, sign, or design, or a combination of these elements, used to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. However, promoting a brand based on only one or a few product benefits can be risky for the company in the process of forming a brand image. (Kotler and Keller 2009:259).

Brand image is the overall perception that consumers have of a brand, which is formed from the understanding and information obtained about the brand. Therefore, brand image must be recognizable by consumers and function to evaluate products or services, reduce risk, ensure consumer needs are met, and provide satisfaction through product or service differentiation. (Kotler 2005:215) defines brand image as a collection of beliefs, ideas, and impressions that a person has about a brand. Consumer attitudes and behaviors toward a brand are greatly influenced by this brand image.

Based on these definitions, it can be concluded that brand image is the total perception of consumers that arises after they evaluate a brand, which reminds them of the product and becomes the basis for consideration in making purchasing decisions. Brands basically have an important role in product marketing. Manufacturers need to create brands that are easily recognized and remembered by consumers, and have a positive image that ultimately forms a strong brand image.

METHOD

This study is a quantitative study that aims to identify the direct and indirect effects of each variable studied, namely the influence of Korean brand ambassadors and online customer reviews on purchasing decisions, with brand image as a mediating variable on consumers of Avoskin skincare products in Jakarta City. The population in this study were consumers of Avoskin skincare products in Jakarta City. This study uses a nonprobability sampling technique, with a purposive sampling method. Mutia (2022) explains that



nonprobability sampling is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. Meanwhile, purposive sampling is a sample selection method based on certain considerations (Priadana and Sunarsi 2021). This technique was chosen because not all members of the population have the criteria that match the phenomenon being studied. Therefore, this study establishes specific criteria to determine a sample that meets the research needs.

The sample in this study was determined based on sample calculations referring to the opinion of Josep F. Hair (in Kurniawan and Dwijayanti (2022)), which states that the ideal and representative sample size is 5–10 times the total number of indicators in a variable. This study has 15 indicators, so the number is multiplied by 6.6, resulting in 99 respondents. Therefore, data will be collected from 99 respondents. Data processing and analysis were carried out using multiple linear regression analysis with the help of the SmartPLS version 4.0 program for Windows. The framework of this study is as follows:

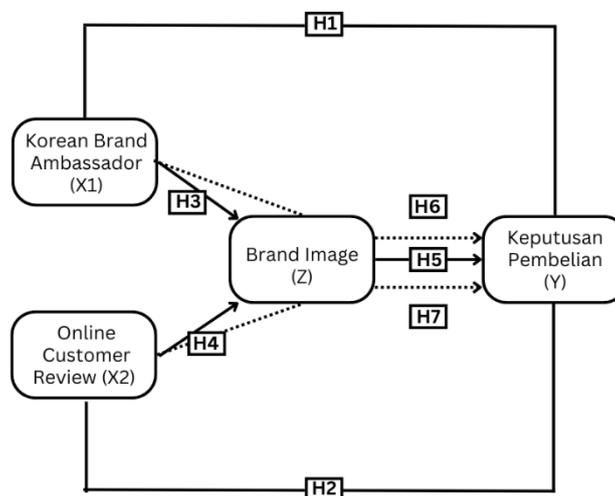


Figure 1. Research Framework

RESULTS AND DISCUSSION

Inner Model Analysis Results

Models that have an Average Variance Extracted (AVE) value above 0.5 can be categorized as models with high convergent validity. Based on the analysis, the AVE value of this model is as follows:

Table 1. Average Variance Extracted

Variables	Average Variance Extracted (AVE)
Korean brand ambassador	0.574
Online customer reviews	0.642
Buying decision	0.587
Brand Image	0.755

Source: Primary data processed by SmartPLS, 2024

Based on the table Average Variance Extracted, it can be seen that all variables in this study have adequate convergent validity with an Average Variance Extracted (AVE) value above 0.5. The Korean Brand Ambassador variable has an AVE value of 0.574, which indicates a fairly good relationship between the indicators and its latent variables. The Online Customer Review variable reaches an AVE value of 0.642, indicating good convergent validity. Meanwhile, the Purchase Decision variable has an AVE value of 0.587, which also shows the ability of its indicators to represent latent constructs. The highest validity is found in the Brand Image variable, with an AVE value of 0.755, indicating a very strong relationship between the indicators and the latent construct. Overall, the AVE values of all variables meet the requirements for convergent validity, which is a strong basis for further analysis in this research model.

According to Hair (2014), the acceptable Composite Reliability value in exploratory research ranges from 0.60 to 0.70. A construct is considered to have high reliability if the Composite Reliability value reaches or exceeds 0.70. The following is a table of Composite Reliability values for this study:

Table 2. Cronbach Alpha and Composite Reliability

Variables	Cronbach's Alpha	rho_A	Composite Reliability
Korean brand ambassador	0.756	0.774	0.843
Online customer reviews	0.815	0.831	0.877
Buying decision	0.763	0.766	0.850
Brand Image	0.837	0.839	0.902

Source: Primary data processed by SmartPLS, 2024

Based on the analysis results, the Composite Reliability values for all variables in this study meet the criteria suggested by Hair (2014), where acceptable values in exploratory research are between 0.60 and 0.70, and high reliability is indicated if the value reaches or exceeds 0.70. The Korean Brand Ambassador variable has a Composite Reliability value of 0.843, indicating high reliability with good internal consistency. The Online Customer Review variable recorded the highest value at 0.877, indicating a very strong relationship between the indicator and its construct. The Purchase Decision variable has a Composite Reliability value of 0.850, which also indicates a high level of reliability. Meanwhile, the Brand Image variable has the highest reliability with a Composite Reliability value of 0.902, reflecting very good indicator consistency. Thus, all constructs in this study show strong reliability, so that the data can be used for further analysis.

Structural Model Analysis

Testing on the structural model aims to analyze the relationship between constructs, the level of significance, and the R-square value in the research model. Evaluation of this model is carried out by utilizing the R-square value for the dependent construct, as well as the T-test and significance of the structural path parameter coefficients. The process of



assessing the research model using the PLS approach begins by evaluating the R-square value for each dependent latent variable. The following is a table of the R-square estimation results obtained through analysis using SmartPLS.

Table 3. R-Square Results

Variables	R-Square	R-Square adjusted
Buying decision	0.583	0.569
Brand Image	0.450	0.439

Source :Primary data processed by SmartPLS, 2024

Based on the table, the R-Square (R^2) value for the Purchase Decision variable is 0.583 or 58.3%. This shows that the Purchase Decision variable is influenced by 58.3% by Korean brand ambassadors, online customer reviews, and brand image, while the rest, which is 41.7%, is influenced by other factors outside this study. Furthermore, the R-Square (R^2) value for the Brand Image variable is 0.450 or 45%, which means that this variable is influenced by Korean brand ambassadors, online customer reviews, and purchase decisions by 45%, while 55% is influenced by other variables outside the scope of this study.

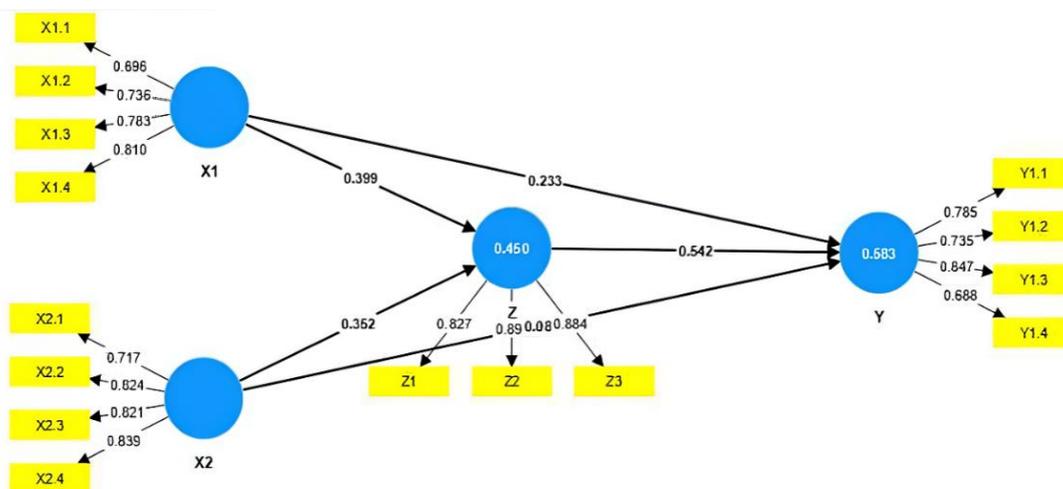


Figure 2. Structural Model

Source: Primary data processed by SmartPLS, 2024

Hypothesis Testing

Hypothesis testing in this study is based on the path coefficient value generated from the analysis. For a significance level (α) of 10%, the statistical value used is 1.96. Thus, the criteria for accepting or rejecting the hypothesis are as follows: if the t-statistic value is > 1.96 , then H_a is accepted and H_0 is rejected. In the assessment based on probability, the alternative hypothesis (H_a) is accepted if the p value is < 0.05 . The following is an estimation output table showing the results of the structural model testing in this study.

Table 4. Hypothesis Test Results

Hypothesis	Original sample (O)	T Statistics (O/STDEV)	PValues	Significance Levels(P < 10%)
X1->Y	0.233	2,031	0.042	S
X1 -> Z	0.399	4.382	0.000	S
X2 -> Y	0.081	0.837	0.403	NS
X2 -> Z	0.352	3,583	0.000	S
Z -> Y	0.542	4.967	0.000	S

Source: Primary data processed by SmartPLS, 2024

Table 5. Direct Effect

	Original Sample (O)	T Statistics (O/STDEV)	P Values
X1 -> Y	0.233	2,031	0.042
X2 -> Y	0.081	0.837	0.403

Source: Primary data processed by SmartPLS, 2024

Table 6. Indirect Effect

	Original Sample (O)	T Statistics (O/STDEV)	P Values
X1 -> Z->Y	0.216	2,811	0.005
X2 -> Z->Y	0.191	3.336	0.001

Source: Primary data processed by SmartPLS, 2024

The results of the statistical analysis show that the direct effect of Korean Brand Ambassador on Purchasing Decision is positive and significant. This can be seen from the path coefficient value of 0.233 and the t-statistic value of 2.031, which is greater than the critical limit of 1.96. In addition, the p-value of 0.042 shows significance because it is below $\alpha = 5\%$ (0.05). Thus, Korean Brand Ambassador has a significant positive influence on Purchasing Decision. The indirect effect also shows positive and significant results when Brand Image acts as a mediator between Korean Brand Ambassador and Purchasing Decision. The path coefficient value is 0.216 with a t-statistic of 2.811 (greater than 1.96), and a p-value of 0.005 (<0.05). This indicates that Brand Image is able to mediate the relationship with a role as partial mediation.

On the other hand, the statistical test results for the direct effect of Online Customer Review on Purchasing Decisions show that the relationship is not significant. The path coefficient value of 0.081 with a t-statistic of 0.837 does not meet the critical limit of 1.96, and the p-value of 0.403 (> 0.05) confirms its insignificance. However, the indirect effect through Brand Image as a mediator shows positive and significant results. The path



coefficient of 0.191 with a t-statistic of 3.336 (greater than 1.96) and a p-value of 0.001 (< 0.05) indicates that Brand Image is able to significantly mediate the relationship between Online Customer Review and Purchasing Decisions.

RESULTS AND DISCUSSION

The Influence of Korean Brand Ambassadors on Purchasing Decisions

Based on the analysis of the average respondent answers obtained through the questionnaire and the results of the Partial Least Square (PLS) test on Hypothesis H1, it was found that Korean Brand Ambassadors have a positive influence on Purchasing Decisions. This shows that the involvement of Korean public figures, who are selected as brand ambassadors, can increase consumer attraction to the promoted product. Korean Brand Ambassadors who have high popularity, good reputations, and images that are relevant to the product, tend to build emotional connections with consumers. This connection increases trust in the product and motivates consumers to make purchasing decisions. In addition, the active role of Korean Brand Ambassadors on digital platforms, such as social media, expands the reach of marketing campaigns and allows consumers to interact more closely with the brand, thereby creating a positive impression that encourages purchasing interest.

The Influence of Online Customer Reviews on Purchasing Decisions

The results of the analysis of the average respondent's answers and the PLS test on Hypothesis H2 indicate that the positive influence of Online Customer Reviews on Purchasing Decisions is not proven. This means that reviews given by consumers online do not always have a direct correlation with increased purchase interest. This phenomenon can be caused by various factors, such as inconsistent review quality, less credible information, or lack of relevance of reviews to consumer needs. In addition, although Online Customer Reviews are often one of the consumer's references in evaluating products, other elements, such as price, promotion, or brand trust, can be more dominant in determining purchasing decisions. This finding indicates that online reviews, although important, need to be balanced with other marketing strategies to maximize their impact on purchase interest.

The Influence of Korean Brand Ambassadors on Brand Image

The results of observations and analysis of respondents' answers in the PLS test on Hypothesis H3 show that Korean Brand Ambassadors have a positive influence on Brand Image. The presence of Korean public figures acting as brand ambassadors not only increases the visual appeal of marketing campaigns but also strengthens positive associations between brands and consumers. A good Brand Image is formed when the chosen brand ambassador has a reputation, values, and lifestyle that are in line with the image that the company wants to convey. Korean Brand Ambassadors, with their global appeal and broad fan base, help build a more premium, innovative, and relevant brand perception in the eyes of consumers. In addition, intensive interaction through social media or special events involving Korean Brand Ambassadors also strengthens consumers'

emotional ties to the brand, thereby increasing positive perceptions of the brand image as a whole.

The Influence of Online Customer Reviews on Brand Image

The results of observations and analysis using PLS on Hypothesis H4 show that Online Customer Reviews have a significant positive influence on Brand Image. This indicates that good online reviews from consumers play an important role in building a positive perception of brand image in the community. Positive reviews not only provide valuable information about the quality of a product or service but also reflect consumer trust in the brand. In the digital era, where customer reviews are easily accessible through various platforms, consumers tend to rely on other people's experiences to form their opinions. Consistent and high-quality reviews can strengthen brand credibility, improve reputation, and create positive associations in the minds of consumers. Thus, Online Customer Reviews become one of the key elements in modern marketing strategies to improve brand image effectively.

The Influence of Brand Image on Purchasing Decisions

Based on the results of the H5 Hypothesis test, the analysis shows that Brand Image has a positive and significant influence on Purchasing Decisions. This means that the better the brand image in the eyes of consumers, the more likely they are to choose to buy the product. A strong Brand Image creates a sense of trust and confidence in consumers, which ultimately encourages them to make purchases. When the brand image reflects quality, reliability, and values that are in line with consumer preferences, the decision to purchase becomes easier. In the context of tight market competition, a positive Brand Image also helps brands to differentiate themselves from competitors, increase customer loyalty, and expand market share.

The Influence of Korean Brand Ambassador on Purchasing Decisions with Brand Image as a Mediating Variable

The results of the statistical test show that the direct effect of Korean Brand Ambassador on Purchasing Decision is positive and significant. This indicates that the presence of Korean public figures selected as brand ambassadors directly encourages consumer interest and decisions to purchase products. In addition, the analysis also found that the indirect effect through Brand Image is positive and significant. In this case, Brand Image functions as a mediator connecting Korean Brand Ambassador with Purchasing Decision. In other words, Korean brand ambassadors not only influence purchasing decisions directly, but also through the formation of a strong and positive brand image. The role of Brand Image as a bridge strengthens the relationship between Korean Brand Ambassador and consumer decisions, indicating that this marketing strategy is able to create a mutually supportive dual impact.



The Influence of Online Customer Reviews on Purchasing Decisions with Brand Image as a Mediating Variable

Statistical analysis on Hypothesis H7 revealed that the direct effect of Online Customer Reviews on Purchase Decisions was not significant, indicating that online reviews alone are not enough to directly drive consumers to make purchase decisions. However, the indirect effect through Brand Image was proven to be positive and significant. In other words, Online Customer Reviews contribute positively to purchase decisions when the reviews strengthen the brand image in the eyes of consumers. Brand Image acts as a partial mediator, helping to transform the impact of online reviews into a stronger emotional and cognitive drive to purchase. This indicates the importance of integrating customer reviews with an effective branding strategy to maximize their influence on consumer purchase decisions.

CONCLUSION

This study concludes that Korean Brand Ambassadors have a significant positive influence on purchasing decisions, because their presence strengthens the visual appeal and brand association with a more premium and innovative image. Meanwhile, Online Customer Reviews do not show a direct positive influence on purchasing decisions, possibly because other factors such as emotional ties to the brand are more dominant. Korean Brand Ambassadors also have a positive influence on Brand Image, strengthening consumer perceptions of brand quality and innovation. On the other hand, Online Customer Reviews can improve Brand Image through positive reviews that strengthen brand reputation. Brand Image is proven to have a positive influence on purchasing decisions, where a strong brand image increases consumer confidence in choosing a product. This study also found that both Korean Brand Ambassadors and Online Customer Reviews have an indirect influence on purchasing decisions through Brand Image as a mediator. Therefore, effective management of brand image strategies and customer reviews is essential in improving consumer purchasing decisions.

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