

INFLUENCE ECOMMERCE ON TOKOPEDIA BRAND PERFORMANCE: THE ROLE OF BRAND AWARENESS DIFFERENTIATION ADVANTAGES

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ARTICLE INFO

Keywords:

Brand Ambassador,
Korean Wave,
Brand Awareness
Differentiation,
Brand Performance,
Tokopedia

ABSTRACT

This research discusses how E-commerce affects brand performance on Tokopedia with brand awareness differentiation as a mediating variable. The purpose of this research is to test and analyze the influence of brand awareness differentiation mediating brand ambassadors and the Korean wave on Tokopedia brand performance. The large research population meant that the sample was narrowed down using Hair calculations which made the research sample total 80 people, with the sampling technique used being non-probability sampling technique and the method used was purposive sampling. The analysis test tool used is SmartPLS 3.0 with the SEM (Structural Equation Modeling) analysis method. The results of this research show that brand ambassadors have a negative but not significant effect on brand awareness differentiation, Korean wave has a negative but significant effect on brand awareness differentiation, and brand awareness differentiation has a positive but not significant effect on brand performance.

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1. INTRODUCTION

A company must compete fiercely in building their business. Businesses that want to grow and develop need to be adept at seeing opportunities and overcoming obstacles, one of which is competition. To attract as many consumers as possible, there must be consideration of the obstacles to business growth from the start. The unlimited online world makes it easy to reach consumers. Reading and following the market also allows a business to develop because it can gain a special place in terms of market awareness and knowledge about the business we are building

Finding and attracting as many consumers as possible is not easy. We need to be aware of who we are as a company and who will introduce who we are in society. For this reason, companies need to be creative and innovative in developing promotions (Romli, 2019). Surely every company wants to be the top and number one in its class. With new and different methods, it is hoped that we can achieve goals and consumers with great results.

Being different from the others or being the most attractive will certainly bring consumers' eyes focused on our business. We are not only required to be innovative in developing our business but also innovative in attracting consumers. Targeting strategic markets is also important. Choosing and developing according to the market can build a rapidly growing business (Indrasari, 2019). Big consumer waves need to follow and businesses need to camouflage and play within those big market waves to get consumers' attention. Understanding consumers with what they want is a surefire trick to achieve consumer awareness with the existence of our efforts to hypnotize consumers with what is presented.

Taking advantage of and reading opportunities can be a good strategy. Companies must adapt and develop their businesses following the market, such as being more sensitive in seeing what is developing in the market. Both the atmosphere and the people all influence each other and give rise to unexpected opportunities and can boost how hard a company wants to go in developing with the market. Building awareness about the company's presence in the target market is also important. How can a company want

to develop quickly if it doesn't try to build its existence in the target market. Brand awareness really determines how a business develops in society. Tight competition between marketplaces means companies have to build brand awareness that is strong and different from other marketplaces.

This phenomenon in the world of competition between e-commerce is currently seen in the use of brand ambassadors as a link between the company and the market. A brand ambassador is a person who is able to shape and influence the creation of a trend to be followed who can become a supporter of a brand in its marketing process.(Firmansyah, 2019). Brand Ambassadors can also be supporters who shape and influence consumer trust and are indirectly able to attract and convince consumers with what they introduce. The brand ambassador used also functions as a liaison who is considered a product representative. Indirectly, the identity of the celebrity and our product or business become connected and bound. The brand ambassadors used will also definitely bring in an army of consumers. They will compete to buy products advertised by their favorite artists. Followers that are owned and can be controlled become a new market and an interesting phenomenon in how companies make this a new thing that is different from the usual market. In 2019, Tokopedia collaborated by making BTS as Brand Ambassadors, followed by Blackpink in November 2020, which is hoped to attract the interest of the public, especially Indonesian K-Fans. BTS, is an abbreviation of Bangtan Sonyeondan or "Beyond the Scene". BTS is a boy band from South Korea that has been loved by millions of fans around the world since their debut in June 2013. BTS members are RM, Jin, SUGA, j-hope, Jimin, V and Jung Kook. The band has been recognized as a global icon since their debut in June 2013 for their self-produced music as well as their warm performances and interactions with fans. BTS is also a global superstar who has managed to break countless world records. They also have positive influences such as the LOVE MYSELF campaign and the 'Speak Yourself' speech at the UN. BTS has also received support from millions of fans around the world (ARMY) and topped the best music charts. BLACKPINK is a girl group from South Korea formed by YG Entertainment. BLACKPINK consists of JISOO, JENNIE, ROSÉ and LISA. BLACKPINK has won the hearts of fans since releasing their debut single [SQUARE ONE] in August 2016. Since then, they have continued to make every single released a hit song, such as "DDU-DU DDU-DU" and "Kill This Love", so that now they have succeeded in becoming global superstars.

In building a market strategy, Tokopedia also attracts many other Korean artists who appear at events that Tokopedia always holds, namely the WIB (Indonesia Shopping Time) event. By indirectly bringing Korean artists, Tokopedia can easily enter and reach target consumers, namely K-Fan. Korean artists who are invited to collaborate are usually Boybands or Girlbands who also bring their own army of fans. Boybands and girlbands who have been invited to collaborate with Tokopedia at the WIB event include: BTS, Twice, Secret Number, TREASURE, ITZY, NCT, Blackpink, Day6, Oh my Girl, The Boyz, TXT, and AESPA. The fans of each idol who come usually become a trend and become the topic of conversation both on social media and in the real world. Starting from waiting for the idols at the airport and making trends on social media, this indirectly gives a spotlight to Tokopedia which they feel is capable of bringing their idols to Indonesia. The WIB event itself was broadcast on private and national TV channels in the form of a star-studded event, both domestic artists and Korean artists who appeared on Tokopedia. With all these strategies, it is not surprising that the number of Tokopedia users continues to increase

It cannot be denied that there are currently a lot of K-pop fans.(SM Kim & Park, 2020)stated that the Korean wave is a phenomenon where culture and all aspects of entertainment originating from Korea become something that is followed by followers spread throughout the world. The Korean wave itself has developed into a market phenomenon that opens up opportunities for companies to reach consumers who are easy to reach with influences and outreach methods that are different from the marketing process in general. These opportunities are what make the Korean Wave phenomenon a target market and brand ambassador as a means of building brand awareness of a company. Public awareness of the Korean wave is currently on the rise and can be a very effective marketing strategy to achieve brand awareness in the community.

Table 1. Tokopedia Top Brand Index data from 2020 to 2022

Brand Comparison Results
Category : RETAIL Sub Category: ONLINE SHOPPING

Brand Name	2020	2021	2022
Shopee.com	20.00%	41.80%	43.70%
Tokopedia.com	15.80%	16.70%	14.90%
Lazada.co.id	31.90%	15.20%	14.70%

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

Based on Top Brand data, Tokopedia is a shopping platform that is experiencing instability and has only risen to second place since 2021. From the data above, it can be seen that the 2022 TBI (Top Brand Index) with a calculation of 14.90% makes Tokopedia still in second place. Tokopedia is an online trading company. Since its founding in 2009, Tokopedia has grown and influenced not only in Indonesia but also in Southeast Asia. We know Tokopedia as a large and successful company in running its business. Behind all of this there are twists and turns and various strategies implemented in the process of developing and surviving.

Building differentiation is a way to ensure that a company wants to be seen or highlighted by its target consumers in a new and different way from what has already existed. According to Hermawan Kartajaya in (Ong & Sugiharto, 2013) Differentiation is a differentiator not only in what is presented but more than that, the process in which it is presented and what the company offers to consumers must have clear differentiating characteristics that become a new attraction for the target market and consumers in it.

Brand awareness is the ability of consumers to know and remember a brand where the brand is part of a certain product category (Aaker, 1996). Building awareness of a new and different brand is expected to have a good impact on the brand being known to target consumers. According to (Kotler & Keller, 2016a) A brand introduced must be unique and easy to remember so that it can increase brand awareness in society. It's hard to create a brand that people remember. Especially now, the world of e-commerce is increasingly facing competition in maintaining its existence in society. For this reason, differentiation is important in forming brand awareness because differentiation can be a differentiator, performance and design in building a brand (Amstrong, 2012).

Good performance is influenced by various supporting factors (Simanjuntak, 2020). Therefore, performance is our efforts as a company to achieve company goals (Hoang Thi Thu & Yu-Li, 2011). Brand performance is how well a brand is able to make its products meet consumer wants and needs (Kotler & Keller, 2016a). Brand performance shows how well the brand is positioned objectively by consumers (Keller, 2003). Brand performance focuses on improving the performance of a brand. Efforts in developing all of this will be a form of performance in establishing their own brand in society which is expected to achieve their sales goals towards the target market and various company goals such as their branding in society (Hoang Thi Thu & Yu-Li, 2011).

2. METHOD

This study uses a quantitative approach. Quantitative research methods are methods that are based on the philosophy of positivism. Used to research populations or random samples, data collection using research instruments, quantitative/statistical data analysis with the aim of testing predetermined hypotheses (Sugiono, 2014). This research is categorized as survey research because the research data was obtained using an online questionnaire instrument via Google Form. This research was conducted to determine the influence of Brand Ambassadors (X1) and Korean Wave (X2) on Tokopedia Brand Performance (Y): The Role of Brand Awareness Differentiation Advantage (Z).

Good and correct data is important in carrying out research in order to obtain reliable results. The types of data used in this research are as follows:

Primary data

According to (Sugiono, 2014) Primary sources are data sources that directly provide data to data collectors. Primary data collection in this research was obtained by distributing questionnaires to parties related to the research being conducted, in this case Twitter application users who also use the Tokopedia application or who have shopped at Tokopedia at least once.

Secondary Data

Secondary data is a source of research data obtained from various sources by reading, studying and understanding various literature, books and documents such as company documents and has been further processed into forms such as tables, graphs, diagrams, pictures. , etc(Sugiono, 2014). Secondary data sources in this research were obtained from previous research, scientific journals, literature, articles, and electronic media (internet) that are relevant to the research field, so that they can be used as references that can complement the literature in this research.

According to(Sugiono, 2014)The sample is part of the number and characteristics of the population. The number of samples taken can be determined by adjusting the number of variables and statement items used in the research(Malhotra, 2010). The calculation will be better if the number of samples reaches 5-10 times the number of coefficients to be estimated(Hair et al., 2006). The number of statement items in this study was 16. The results of the estimated respondent calculation were obtained from 16 x 5. So in this study the minimum sample as respondents was 80.

Data collection methods are the methods used by researchers to obtain information that will be used in research. There are several data collection techniques, namely through interviews, questionnaires, observations, documentation, and a combination of all of them(Sugiono, 2014). The data collection method used in this research is a questionnaire. According to(Sugiono, 2014)A questionnaire is a data collection technique by giving questions or written statements to respondents to answer. The data collection method in this research is using an online questionnaire. Questionnaires via Google Forms mean that researchers do not have to directly meet respondents face to face. Google Forms is an application created by Google Corp which is useful in helping users design surveys easily. The advantage of using this online questionnaire is that you will get results from respondents who cannot be reached directly by researchers. Google Forms can provide an opening page that will provide initial criteria, this will help researchers to select respondents so as to minimize data errors. Apart from the Online Questionnaire, there is also a Literature Study which is used to support the completeness of this research data. The literature study in this research comes from previous research, scientific journals and books related to the research topic.

3. RESULTS AND DISCUSSION

General description of research objects

Tokopedia Profile

Tokopedia is one of the largest digital-based buying and selling companies in Indonesia. Since the official launch of PT. Tokopedia has succeeded in developing into a digital-based company with rapid growth. By bringing the e-commerce or online mall business model, Tokopedia allows individuals, small shops and brands to open and manage online shops. Since its launch until the end of 2015, Tokopedia's basic services can be used by everyone for free. Tokopedia has a program to support Micro, Small and Medium Enterprises (MSMEs) and individuals to develop their businesses by marketing their products online. Tokopedia was officially launched to the public on August 17 2009 under the auspices of PT. Tokopedia was founded by William Tanuwijaya and Leontinus Alpha Edison on February 6 2009. Tokopedia enables a safer and more comfortable online shopping experience. Tokopedia believes that e-commerce is the most beautiful business in the world because e-commerce success can only be achieved by making other people more successful.

Tokopedia's Vision, Mission, Logo, Mascot and Slogan

1. Vision

"Building a better Indonesia, via the internet."

2. Mission

- Continue to provide opportunities for every individual in Indonesia to start a business easily and for free via Tokopedia
- Always positive–Keep a positive attitude (always build and maintain a positive attitude and keep negative attitudes away).–Build Positive Teamwork (learning and growing together by treating colleagues like family)

- Solve the problem–Solution Oriented (analyzing the core of the problem then looking for the best solution for it).–Think BIG (think far ahead for every step you take).–Set Your Standards Very Very High (don't be easily satisfied, always find new targets and challenges).–Accepting Challenges, Embracing Mistakes (accepting challenges and learning from mistakes).
- Be the best
- A Better Indonesian Generation–Integrity (maintaining an honest attitude and maintaining good integrity)



Figure 1. Tokopedia logo

The Tokopedia logo is dominated by green because it symbolizes humility and calm. Tokopedia tries not to be selfish and always looks at the user side. Many of the features on Tokopedia come from input from Toppers (tokopedia application users).

Mascot



Figure 2. Tokopedia mascot

Toped (green owl) is the mascot of Tokopedia. Owls are often used as a symbol of intelligence and wisdom. Owls also have the ability to see in all directions. Likewise, Tokopedia was founded with high hopes to always try to see from various points of view from both buyers and sellers in developing services

Slogan

The slogan "Have you checked Tokopedia yet?" Being one of Tokopedia's marketing campaigns to the public has actually been successful in making people easily recognize and understand Tokopedia. This slogan has a background, Tokopedia always maintains good relationships with its users and merchants. Apart from that, Tokopedia also strives to provide the best service for its users and merchants. Therefore, to be able to build relationships and provide good service, Tokopedia is always close to its users and merchants. This closeness finally led Tokopedia to find its slogan. Users and merchants are often asked "Where do you want to find good and cheap goods?" they answered in unison "Have you checked Tokopedia?" Because many users and merchants conveyed this sentence, the Management Team and Repp Team finally made it "Have you checked Tokopedia yet?" as the slogan of Tokopedia.

Identity of Research Respondents

Respondents in this research are Twitter social media users who are K-Fans and use Tokopedia as an online shopping medium. With the number of respondents being 80, this number of respondents was taken using random sampling as a sampling technique. Respondents in this study were divided based on six characteristics, namely name/initials, gender, age, occupation, expenses and place of residence.

Of the 80 respondents selected, an online questionnaire was distributed using Google Form to be filled in and confirmed automatically to the author. Explaining the characteristics of the respondents in question, a table regarding the respondents is presented as explained below:

Characteristics of Respondents Based on Gender

Gender in general can make a difference in a person's behavior. In a field of work, gender can often be a differentiator in the activities carried out by individuals.

Table 1. Characteristics of Respondents Based on Gender

Gender	Number of Respondents	Percentage (%)
Woman	75	93.8%
Man	5	6.3%
Total	80	100%

Source: Primary Data Processed in 2023

Based on table 1, it can be explained that the number of respondents based on gender shows that female respondents are more dominant than male respondents. From the respondent data above, it can be seen that female consumers do more online shopping through Tokopedia because they are free to shop to meet their needs. and their wishes.

Characteristics of Respondents based on Age

Table 2. Characteristics of Respondents Based on Age

Age (Years)	Number of Respondents	Percentage
18-23	61	76.3%
24-29	18	22.5%
30-35	1	1.3%
>35	0	0%
Total	80	100%

Source: Primary data processed in 2023

Based on table 2, it can be seen that the majority of respondents were aged between 18-23 years, totaling 61 people with a presentation of 76.3%. This shows that respondents aged between 18-23 years do more online shopping on Tokopedia e-commerce.

3. Characteristics of Respondents Based on Occupation

Table 3. Characteristics of Respondents Based on Occupation

Work	Number of Respondents	Percentage
Student	14	17.5%
Student	39	48.8%
Self-employed	2	2.5%
Government employees	2	2.5%
Private employees	11	13.8
Other	14	17.5%
Total	80	100%

Source: Primary data processed in 2023

Based on table 3, it can be seen that the majority of respondents had student status, 39 people with a presentation of 48.8%. This shows that respondents with student status do more online shopping on Tokopedia e-commerce

Characteristics of Respondents Based on Expenditures

Table 4. Characteristics of Respondents Based on Expenditures

Expenditure	Number of Respondents	Percentage
< Rp.100,000	16	20%
IDR 100,000 – IDR 500,000	37	46.3%
Rp. 500,000	31	38.8%
Total	80	100%

Source: Primary data processed in 2023

Based on table 4, it can be seen that the majority of respondents spend Rp. 100,000 – Rp. 500,000 on Tokopedia per month, 37 people with a percentage of 46.3%. This shows that respondents do a lot of online shopping on Tokopedia e-commerce based on the amount of their spending.

5. Characteristics of Respondents Based on Place of Residence

Table 5. Characteristics of Respondents Based on Place of Residence

Residence	Number of Respondents	Percentage
Western Indonesia (Malang, Bekasi, Sukabumi, Magelang, South Jakarta, Jambi, Lampung, Tegal, Jakarta, Bogor, Cirebon, Tangerang, Solo, Surabaya, Semarang, Karawang, Depok, Cilegon, Bandung, Banten)	48	60%
Central Indonesia (Bali, Makasar, Manado, Samarinda, Banjarmasin)	7	8.75%
Eastern Indonesia (Ambon, Namlea, NTB)	10	12.5%
Total	80	100%

Source: Primary data processed in 2023

Based on table 5, it can be seen that the majority of respondents live in Western Indonesia (Malang, Bekasi, Sukabumi, Magelang, South Jakarta, Jambi, Lampung, Tegal, Jakarta, Bogor, Cirebon, Tangerang, Solo, Surabaya, Semarang, Karawang, Depok, Cilegon, Bandung, Banten) as many as 48 people with a presentation of 60%. This shows that many respondents came from areas near the capital. Where it is felt that it is more possible for consumers to be closest and easier to reach what they want by using Tokopedia as their online shopping medium.

Descriptive Statistical Analysis

This analysis was carried out to get a descriptive picture of the respondents' answers to each variable in this research. This is done so that you can easily find out the general response of respondents to the variables studied. For this reason, researchers created five score categories for respondents' answers using an interval of 0.80 which was produced through the following calculations:

$$\frac{\text{Nilai Max} - \text{Nilai Min}}{\text{Jumlah Kategori}} = \frac{5 - 1}{5} = 0,8$$

Based on this calculation, interval scores are obtained in five categories for the three variables.

Table 6. Descriptive Statistical Analysis

Criteria	Statement Score Interval
Strongly Disagree/Poor	1.00-1.80
Disagree/Disagree	1.81-2.60
Neutral/Undecided/Fair	2.61-3.40
Agree/Fine/Good	3.41-4.20
Strongly Agree/Very Good	4.21-5.00

The results of descriptive statistical tests for respondents' responses to research variables can be explained as follows:

Brand Ambassador Variable (X1)

Table 7. Respondents' Answers to the Brand Ambassador Variable (X1)

Code	Statement Items	Mean
1.	The information provided by Tokopedia brand ambassadors was easy for me to understand	4,062
2.	I believe and trust the brand ambassadors that Tokopedia uses because they are famous artists	4,162
3.	I feel that the brand ambassadors used are good in conveying information about Tokopedia	4,025
4.	I am interested in Tokopedia because the brand ambassadors used by Tokopedia attract my attention both physically and non-physically	3,788
5.	I was interested in visiting the Tokopedia application because of the brand ambassadors used	3,650
	Total Mean Value	3,937

Source: Primary data processed, 2023

Based on table 7, the mean value for the brand ambassador variable is 3,937. Based on the interpretation of the mean score for positive statements, the mean value of the brand ambassador variable is considered good. This condition illustrates that the level of trust and responsibility carried by Tokopedia brand ambassadors is relatively good.

For the brand ambassador variable with a high mean value, namely statement number 2, "I believe and trust the brand ambassadors used by Tokopedia because they are famous artists" with a mean value of (4.162), indicating from this that Tokopedia consumers or users are in the category This is K-Fans putting their trust in the Tokopedia brand ambassador with what he brings. This can be because the brand ambassadors used are their idols who are famous artists who are able to have an influence such as making those who see them believe and believe.

For the brand ambassador variable with the lowest mean value, namely in question item number 5, "I am interested in visiting the Tokopedia application because of the brand ambassador used" with a mean value of (3.650), indicating that visits to the Tokopedia application are not only because of the brand ambassador used but it could be from other factors.

The brand ambassadors used by Tokopedia are one of the links between the Tokopedia company and consumers/markets, so building trust is very necessary so that consumers can put Tokopedia in the e-commerce category at the top of their minds.

Korean Wave Variable (X2)

Table 4.8 Respondents' Answers to the Korean Wave Variable (X2)

Code	Statement Items	Mean
1.	I like Korean things (K-POP, K-Drama, Style, Makeup, Food, etc.)	4,513
2.	I have a special time to enjoy everything I love about Korea	4,225
3.	I follow the development of the Korean Wave (up to date regarding the Korean Wave)	4,088
	Total Mean Value	4,275

Source: Primary data processed, 2023

Based on table 4.8, the mean value for the Korean wave variable is 4,275. From the basic interpretation of the mean score for positive statements, the mean value of the Korean wave variable is considered good. This condition illustrates that the level of trust and responsibility carried by Korean Wave Tokopedia is relatively good.

For the brand ambassador variable with a high mean value, namely statement number 1, "I like Korean things (K-POP, K-Drama, Style, Makeup, Food, etc.)" with a mean value of (4.513), indicating that This means that respondents like Korean things which are part of the Korean Wave.

For the Korean Wave variable with the lowest mean value, namely question item number 5, "I follow Korean Wave developments (up to date regarding the Korean Wave)" with a mean value of (4.088), indicating that not all K-Fans are always up to date. Regarding the Korean Wave, the cause could be from

daily activities. Following the development of the Korean wave is not a necessity but as entertainment because whatever we want and like there we will be pampered starting from music, drama, style, food, makeup, etc.l.

Brand Awareness Differentiation Variable (Z)

Table 9. Respondents' Answers to the Brand Awareness Differentiation Variable (Z)

Code	Statement Items	Mean
1.	I know that Tokopedia is one of the e-commerce sites in Indonesia	4,588
2.	I always shop online via Tokopedia	3,150
3.	I choose Tokopedia to do online shopping rather than other e-commerce	3,013
Total Mean Value		3,583

Source: Primary data processed, 2023

Based on table 9, the mean value for the brand awareness differentiation variable is 3.583. From the basic interpretation of the mean score for positive statements, the mean value of the brand awareness differentiation variable is considered good. This condition illustrates that Tokopedia's level of achievement in developing brand awareness differentiation is relatively good.

For the brand awareness differentiation variable with a high mean value, namely statement number 1, "I am aware of Tokopedia as one of the e-commerce in Indonesia" with a mean value of (4,588), indicating from this that the respondent has knowledge of the existence of Tokopedia in the category e-commerce in Indonesia

For the brand awareness differentiation variable with the lowest mean value, namely question item number 3, "I choose Tokopedia for online shopping rather than other e-commerce" with a mean value of (3.013), indicating that not only Tokopedia is the choice when shopping. online because in Indonesia itself there are many e-commerce companies which are also competitors to Tokopedia.

Brand Performance Variable (Y)

Table 10. Respondents' Answers to Brand Performance Variables (Y)

Code	Statement Items	Mean
1.	The features and components of the Tokopedia application are attractive and function well	3,987
2.	The service provided by Tokopedia is good, innovative and updated	3,987
3.	The Tokopedia application is easy to operate	4,037
4.	The shape and appearance of the Tokopedia application is innovative and attractive/pleasant to the eye	4,000
5.	The prices listed and discounts given on the Tokopedia application are pocket-friendly and profitable	3,763
Total Mean Value		3,954

Source: Primary data processed, 2023

Based on table 9, the mean value for the brand performance variable is 3,954. Based on the interpretation of the mean score for positive statements, the mean value of the brand performance variable is considered good. This condition illustrates that Tokopedia's level of achievement in building brand performance is relatively good.

For the brand performance variable with a high mean value, namely statement number 3, "The Tokopedia application is easy to operate" with a mean value of (4.037), indicating from this that respondents have satisfaction where they feel the Tokopedia application is easy to operate. This is a good response from consumers to what they have been using.

For the brand performance variable with the lowest mean value, namely question item number 5, "The prices listed and the discounts given on the Tokopedia application are pocket-friendly and profitable" with a mean value of (3.763), indicating that the prices and discounts given are not an issue. which most influences the performance of the Tokopedia brand but can be used as input for the company so that in the future it can pay attention to related matters for the advancement of the performance of the Tokopedia brand itself.

3. RESEARCH RESULTS

Data Description

As explained in chapter I, this research was conducted with the aim of finding out the influence of brand ambassadors on brand awareness differentiation and the Korean wave on brand awareness differentiation directly and the influence of brand awareness differentiation as a medium for Tokopedia brand performance. Researchers chose to conduct research on Twitter application users who are K-Fans and use Tokopedia e-commerce as an online shopping medium because there is a phenomenon that is the background for the research. In this research, Twitter application users who are K-Fans and use Tokopedia e-commerce as an online shopping medium constitute a large research population, so the sample was narrowed down using Hair calculations which made the sample for this research total 80 people, with the sampling technique used, namely non probability sampling and the method used is purposive sampling.

Data collection in this research was carried out using an online questionnaire by obtaining respondent data using Google Forms so that researchers did not have to meet face to face with respondents. The distribution of questionnaires in this research uses the link on Google Forms and the results of respondents' answers will be stored directly in the sheet provided. This research hypothesis testing was carried out using the Bootstrap resampling method.

Data Analysis

Data processing techniques use SmartPLS 3.0. It requires two stages to assess the Fit Model of a study. These stages are:

Evaluation of measurements (outer model). There are three criteria for using data analysis techniques with SmartPLS, namely Convergent Validity, Discriminant Validity, and Composite Validity.

Convergent Validity

Loading Factor

Convergent Validity assessment is based on the correlation between item scores/component scores estimated by PLS software. An individual reflexive measure is said to be high if it correlates more than 0.7 with the construct being measured. However, according to Chin, quoted by Imam Ghozall, the outer loading value is between 0.5-0.6, for the initial stage of assessment which is considered sufficient to meet the convergent validity requirements. In this research, a loading factor limit of 0.7 will be used.

Figure 4.3 Model Testing (Outer Model)

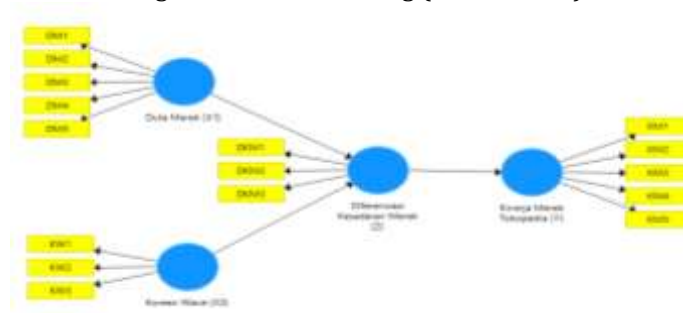


Figure. 3 Model Testing (Outer Model)

Source: Primary data processed, 2023

Table 11. Loading Factor Values

Variable	Indicator	Loading Factor
Brand Ambassador	DM1	0.784
	DM2	0.801
	DM3	0.881
	DM4	0.808
	DM5	0.822
Korean Wave	KW1	0.816
	KW2	0.758

Variable	Indicator	Loading Factor
Brand Awareness Differentiation	KW3	0.919
	DKM1	0.553
	DKM2	0.905
Brand Performance	DKM3	0.848
	KM1	0.873
	KM2	0.836
	KM3	0.874
	KM4	0.866
	KM5	0.665

Source: Primary data processed, 2023

The results of data processing using SmartPLS can be seen in table 4.11. There are still invalid Outer Loading values or correlations between constructs and variables, namely DKM1 and KM5. After carrying out the calculations again, the Outer Loading is obtained as follows:

Table 12. Loading Factor 2 Values

Variable	Indicator	Loading Factor
Brand Ambassador	DM1	0.751
	DM2	0.787
	DM3	0.869
	DM4	0.837
	DM5	0.850
Korean Wave	KW1	0.734
	KW2	0.764
	KW3	0.957
Brand Awareness Differentiation	DKM2	0.957
	DKM3	0.931
Brand Performance	KM1	0.884
	KM2	0.813
	KM3	0.908
	KM4	0.902

Source: Primary data processed, 2023

In the second calculation, the Outer Loading value or correlation between constructs and variables has met convergent validity and is declared valid because it has a loading factor value > 0.7. So all indicators on all variables are declared feasible and valid and can be used for further analysis.

Average Variance Extracted (AVE)

Different from loading factor which is the value each indicator has. Average Variance Extracted (AVE) is the value that each variable has. If the value of each variable is above 0.5 then the variable is declared valid.

Table 13. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Brand Ambassador	0.892
Korean Wave	0.672
Brand Awareness Differentiation	0.770
Brand Performance	0.679

Source: Primary data processed, 2023

Based on data from table 4.13, it is known that the AVE value, variable X1 (Brand Ambassador) is 0.892, variable Where the value is above 0.5 and these variables can be said to be valid based on the standard values that have been determined.

Discriminant Validity

Fornell-Lacker Criterion

The correlation value between the variable and the variable itself and the variable with other variables. To measure the Fornell-Lacker Criterion is to look at the correlation of the variable with the variable itself. It cannot be smaller than the correlation of the variable with other variables.

Table 14. Fornell Larcker Criterion

Variable	X1 (Brand Ambassador)	X2 (Korean Wave)	Z (Brand Awareness Differentiation)	Y (Tokopedia Brand Performance)
X1 (Brand Ambassador)	0.944			
X2 (Korean Wave)	0.481	0.820		
Z (Brand Awareness Differentiation)	0.583	0.580	0.875	
Y (Tokopedia Brand Performance)	0.245	0.641	0.313	0.824

Source: Primary data processed, 2023

The results in table 14 above can be seen that the correlation between variables and the variable itself has a greater value than the correlation between variables and other variables. For example, the variable construct (X1 with X1) has a value of 0.944, while the variable construct (X1 with X2 with the variable construct (Y with Y) has a value of 0.824. Which has a value greater than the construct (X with X) itself. This also applies to other variable constructs.

Composite Reliability

Composite Reliability is an index that shows the extent to which measuring instruments can be trusted and relied upon. Data with a composite reliability > 0.7 has high reliability. Composite reliability indicator blocks that measure a construct can be evaluated with two types of measures, namely, Internal Consistency and Cronbach's Alpha.

Table 15. Composite Reliability

Variable	Composite Reliability
X1 (Brand Ambassador)	0.943
X2 (Korean Wave)	0.911
Z (Brand Awareness Differentiation)	0.931
Y (Tokopedia Brand Performance)	0.862

Source: Primary data processed, 2023

Based on the data in table 15 above, it can be seen that the composite reliability value for all research variables is > 0.7. Brand ambassador variable (X1) 0.943, Korean wave variable (X2) 0.911, brand awareness differentiation variable (Z) 0.931 and brand performance variable (Y) 0.862. These results indicate that each variable has met composite reliability so it can be concluded that all variables have a high level of reliability.

Cronbach's Alpha

Reliability tests with composite reliability can be strengthened by using Cronbach's alpha values. A variable can be declared reliable or meets Cronbach's alpha if it has a Cronbach's alpha value > 0.6. The following is the Cronbach's alpha value for each variable.

Table 16. Cronbach's Alpha

Variable	Cronbach's Alpha
X1 (Brand Ambassador)	0.880
X2 (Korean Wave)	0.878
Z (Brand Awareness Differentiation)	0.900
Y (Tokopedia Brand Performance)	0.787

Source: Primary data processed, 2023

Structural Model Evaluation (Inner Model)

Evaluation of the structural model (inner model) is a measurement to evaluate the level of accuracy of the model in the research as a whole which is formed through several constructs and their indicators. The structural model is evaluated by looking at the percentage of variance explained, namely by looking at the R-Square value for the endogenous latent construct.

Table 17. R-Square Value

Variable	R Square	R Square Adjusted
Z (Brand Awareness Differentiation)	0.238	0.218
Y (Tokopedia Brand Performance)	0.340	0.331

Source: Primary data processed, 2023

Based on table 16. The R-Square value of brand awareness differentiation is 0.238 or 23.8%. These results indicate that the diversity of brand awareness differentiation variables can be explained by the brand ambassador and Korean wave variables of 23.8%. Meanwhile, the remaining 76.2% is the contribution of other variables not discussed in this research. The R-Square value for the Tokopedia brand performance variable is 0.340 or 34.0%. These results indicate that the diversity of Tokopedia brand performance variables can be explained by brand awareness differentiation of 34.0%. Meanwhile, the remaining 66.0% is the contribution of other variables not explained in the research

Hypothesis Testing

Hypothesis testing in this research uses SmartPLS version 3.0 with the reason that using this program can identify relationships between latent variables by correcting path coefficient values based on these relationships. The research hypothesis aims to answer whether the hypothesis proposed by the researcher is accepted or rejected.

Direct Hypothesis Testing

Based on the data processing that has been carried out, the results can be used to answer the hypothesis in this research. Hypothesis testing in this research was carried out by looking at the T-Statistics values and P-Values. The research hypothesis can be declared accepted if the P-Values < 0.05. The following are the results of hypothesis testing obtained in this research:

Table 18. Results of Direct Effect Hypothesis Testing

Hypothesis	Relationships Between Constructs	T-Statistics	P-Values	Status
H1	Brand Ambassador (X1) → Brand Awareness Differentiation (Z)	4,607	0.549	Accepted
H2	Korean Wave (X2) → Brand Awareness Differentiation (Z)	0.800	-0.016	Rejected
H3	Brand Awareness Differentiation (Z) → Brand Performance (Y)	9,835	0.583	Accepted

Source: Primary data processed, 2023

Based on table 4.18, the results of testing the direct influence of each variable can be explained as follows:

Hypothesis Testing 1

The data above shows that the T-Statistic value is 4.607, which is more than the T-table value, namely 1.66, and the P-Values value is 0.549, which is less than the significant value, namely 0.05. So this means that brand ambassadors have a positive but not significant effect on brand awareness differentiation.

Hypothesis Testing 2

The data above shows that the T-Statistic value is 0.800, no more than the T-table value, namely 1.66, and the P-Values value is -0.016, which is less than the significant value, namely 0.05. So this means that the Korean wave has a negative but significant effect on brand awareness differentiation.

Hypothesis Testing 3

The data above shows that the T-Statistic value is 9.835, more than the T-table value, namely 1.66, and the P-Values value is 0.583, which is more than the significant value, namely 0.05. So this means that brand awareness differentiation has a positive but not significant effect on brand performance.

Discussion

The Influence of Brand Ambassadors on Brand Awareness Differentiation

Based on the results of hypothesis testing using path analysis testing techniques, it turns out that the first hypothesis in this research was accepted. Brand ambassadors have a positive and significant influence on brand awareness differentiation. In the T-Statistic test it was 4.607 and the P-Values value was 0.549. These results show that the T-Statistic value is smaller than the T-table value of 1.66 and the significant P-Values value is greater than 0.05. So, the hypothesis proposed in this research which states that brand ambassadors have a positive but not significant effect on brand awareness differentiation is supported.

Brand ambassadors who are used as liaisons with consumers are considered good. Consumer satisfaction through the use of brand ambassadors not only as work partners but also providing additional services is not only satisfaction in shopping online at Tokopedia but also with the brand ambassadors

used can attract consumer interest and trust in the company to build differentiation in Tokopedia brand awareness among e-commerce companies. commerce in Indonesia. Building brand awareness differentiation with brand ambassadors as liaisons provides convenience. Apart from being good at conveying and introducing trusted brands, brand ambassadors are also good at bringing and influencing potential consumers. This is what makes the difference in building differentiation in Tokopedia brand awareness. The better the suitability of the brand ambassador used to attract consumers, the better Tokopedia's process will be in building differentiation in their brand awareness among the intended target consumers.

The results of this research are in line with previous research conducted supporting the results of previous research conducted by (Nasri, 2020), (Sari, 2021), (Rantung, 2022), (Nurmawati, 2019), and (Bagus Edo Prasetyo & Cokki, 2021) which shows that brand ambassadors have a positive and significant influence on brand awareness differentiation.

The Influence of the Korean Wave on Brand Awareness Differentiation

Based on the results of hypothesis testing using path analysis testing techniques, it turns out that the second hypothesis in this research was rejected. The Korean wave has a negative and insignificant influence on brand awareness differentiation. In the T-Statistic test it was 0.800 and the P-Values value was -0.016. These results show that the T-Statistic value is smaller than the T-table value of 1.66 and the significant P-Values value is greater than 0.05. So, the hypothesis proposed in this research which states that the Korean wave has a negative but significant effect on brand awareness differentiation is not supported.

The Korean wave has become a cultural trend that has brought an army of consumers, where it is hoped that this market can be reached and utilized by companies to build awareness of Tokopedia among e-commerce in Indonesia. By becoming a cultural trend that is widely followed, it is hoped that it can have an influence on creating differentiation in Tokopedia brand awareness in Indonesian society. On the other hand, following the development of the Korean wave cannot be a specific benchmark for someone to become interested and aware of the existence of a brand. This will return to each potential consumer's choice of how and what final decision to choose, just enjoying or knowing and being aware of the existence of a brand in a particular brand category. It could be that Korean wave followers just like seeing and enjoying the visuals displayed. The results showing the significance of the Korean Wave in influencing brand awareness differentiation are a sign for Tokopedia to intensify brand awareness differentiation through the Korean Wave. By looking at the potential of the Korean wave, more attention must be paid to incorporating Korean elements into the strategy of building brand awareness differentiation to make it more innovative and attractive. Taking advantage of the Korean wave which is currently rising, it is considered easy to attract consumers, so it needs to be developed further and pay attention to what is of great concern in the current development of the Korean wave. The Korean wave is not only music and idols but there is much more ranging from various types of entertainment to lifestyle. Therefore, the broad Korean wave can be included in a strategy that can build differentiation in Tokopedia brand awareness. Even though the Korean wave is said to be a differentiator in building brand awareness differentiation, it cannot be denied that the test results which show that the Korean wave is not significant for brand awareness differentiation shows that there are other factors that can also be used to build brand awareness differentiation.

The results of this research are not in line with previous research conducted by supporting the results of previous research conducted by (Srihartati & Abdillah, 2018), (N. Kim & Hong, 2017) and (Son & Kijboonchoo, 2018) which shows that the Korean wave has a positive and significant influence on brand awareness differentiation.

The Influence of Brand Awareness Differentiation on Tokopedia Brand Performance

Based on the results of hypothesis testing using path analysis testing techniques, it turns out that the second hypothesis in this research was rejected. Brand awareness differentiation has a positive and significant influence on Tokopedia brand performance. In the T-Statistic test it was 9.835 and the P-Values value was 0.583. These results show that the T-Statistic value is more than the T-table value of 1.66 and the significant P-Values value is greater than 0.05. So the hypothesis proposed in this research which states that brand awareness differentiation has a positive but not significant effect on the performance of the Tokopedia brand is supported.

Differentiation of brand awareness is a company strategy not only to reach consumers but also to form company branding in the target market. Building brand awareness differentiation is the first step in achieving company goals. How will Tokopedia achieve its goals if potential consumers do not recognize what Tokopedia is like? So through awareness it will certainly make it easier for Tokopedia to tie the company to its target consumers. By building differentiation, of course the brand awareness that the company builds will get a plus point in the minds of consumers, which it is hoped will also have a place in the minds of consumers, in this case Tokopedia, which is one of the e-commerce sites in Indonesia. The formation of good brand awareness differentiation can be seen from the trust of consumers who always shop through Tokopedia or in other words, making Tokopedia an online shopping medium rather than others. Differentiation is the initial way for Tokopedia to focus on what needs and desires will be implemented in developing their brand performance.

The results of this research are in line with previous research conducted supporting the results of previous research conducted by (Foroudi, 2019) and (Widodo & Rakhmawati, 2021) which shows that brand awareness differentiation has a positive and significant influence on brand performance. However, the results of this research are not in line with previous research conducted (Kilei et al., 2016) which states that increasing brand awareness differentiation does not have a significant correlation with their performance.

4. CONCLUSION

Brand Ambassadors have a positive but not significant effect on Brand Awareness Differentiation, which means H1 is accepted. Brand ambassadors who are used as liaisons are not only used to satisfy consumers, brand ambassadors are used to attract consumer interest and trust. Building brand awareness differentiation with brand ambassadors as liaisons provides convenience. Brand ambassadors function to convey, introduce and influence consumers. The better the suitability of the brand ambassador used to attract consumers, the better Tokopedia's process will be in building differentiation in their brand awareness among the intended consumer targets. The Korean Wave has a negative and insignificant effect on Brand Awareness Differentiation, which means H2 is rejected. The Korean Wave is a cultural trend that is widely followed. Following the development of the Korean wave cannot be a specific benchmark for someone being interested and aware of the existence of a brand. Returning to each potential consumer's choice of how and what the final decision will be, they only enjoy or know and are aware of the existence of a brand in a particular brand category. It could be that Korean wave followers just like seeing and enjoying the visuals displayed. The results showing the significance of the Korean wave in influencing brand awareness differentiation are a sign for Tokopedia to intensify brand awareness differentiation through the Korean wave. Brand Awareness Differentiation has a positive and significant effect on Tokopedia Brand Performance, which means H3 is accepted. Building brand awareness differentiation is the first step in achieving company goals. How will Tokopedia achieve its goals if potential consumers do not recognize what Tokopedia is like? Through awareness, it will make it easier for Tokopedia to tie the company to its target consumers. By building differentiation, the brand awareness that the company builds will certainly get a plus point in the minds of consumers. Differentiation is the initial way for Tokopedia to focus on what needs and desires will be implemented in developing their brand performance.

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