

The influence of brand ambassador, country of origin, and brand credibility on purchase intention of Some By Mi products in Indonesia moderated by consumer ethnocentrism

Via Rozania¹, Nur Afifah², Erna Listiana³, Ahmad Shalahuddin⁴, Hasanudin⁵

^{1,2,3,4,5}Faculty of Economics and Business, Universitas Tanjungpura, Indonesia

ARTICLE INFO**Article history:**

Received Nov 17, 2023
Revised Nov 18, 2023
Accepted Nov 27, 2023

Keywords:

Brand Ambassador;
Brand Credibility;
Consumer Ethnocentrism;
Country of Origin.

ABSTRACT

The entertainment industry is prevalent worldwide, one of which is Indonesia. This represents the existence of a wave of Korean culture or what is usually called the Korean Wave. Products from South Korea have become one of the attractions for fans of Korean culture in Indonesia in recent years due to the increasing popularity of the Korean Wave. One example is beauty products or cosmetics from South Korea. This research aims to determine the influence of brand ambassador, country of origin, and brand credibility on purchase intention for Some By Mi products in Indonesia moderated by consumer ethnocentrism. This research is a type of quantitative research. Data collection was carried out by distributing questionnaires to 210 respondents. The sampling technique in this research used nonprobability sampling with purposive sampling type. The analysis technique used in this research is structural equation modeling (SEM) using the AMOS 24 statistical tool. The research results show that brand ambassador, country of origin, and brand credibility positively and significantly affect purchase intention. Meanwhile, consumer ethnocentrism as a moderator negatively and significantly influences purchase intention. This research can contribute to business people responding to consumer preferences with diverse ethnocentric backgrounds.

This is an open access article under the CC BY-NC license.

**Corresponding Author:**

Via Rozania,
Faculty of Economics and Business,
Universitas Tanjungpura,
Jl. Prof. Dr. Hadari Nawawi, Pontianak, Kalimantan Barat, 78124, Indonesia.
Email: b1021201035@student.untan.ac.id

1. Introduction

The increasing number of products and services available results from encouraging international trade activities and increasing export and import activities (Udayani et al., 2018). The varied products on the market influence business competition. This is based on consumers' opportunities to choose and determine which product to purchase. According to data from the Food and Drug Supervisory Agency (BPOM), the number of beauty industries has increased by 20.6 percent to 913 in 2022 from 819 in 2021 (CNBC Indonesia, 2022). The data above shows that the country can potentially become a market for foreign companies in Indonesia.

The Ministry of Industry stated that the role of the cosmetics industry in the National Gross Domestic Product (GDP) in the second quarter of 2022 was 1.78 percent in the second quarter of 2022 (Kompas. id, 2022). Developments in the national economy do not accompany the increasing growth of the cosmetics industry. On the other hand, the data shows that foreign companies or imported cosmetics dominate Indonesia's cosmetics industry. The Ministry of Industry stated that imported products control the Indonesian cosmetics market share at 80% (Ministry of Industry of the Republic of Indonesia, 2020).

The rapid development of the internet today makes it easier for us to enter the modern era. Social media has made it easy for Indonesians to access various foreign cultures. Social media has become the

primary source of information for many consumers, even providing opportunities for consumers to connect and share information (Afifah, 2019). The ability of society to utilize technology is what triggers competition between various business actors to expand the scope of domestic and international market segments. The credibility of foreign brands has been proven to significantly influence competition for purchasing domestic products (Ramadania et al., 2023). It is similar to South Korea's market dominance in popular culture, which is currently developing globally and has successfully spread its wings in Indonesia. This phenomenon is called the Korean Wave, often referred to as *Hallyu*.

The term Korean Wave was initially used by Chinese media in 2002 to describe the increasing acceptance of South Korean culture (Muttuqin, 2022). The Korean Wave is defined as the spread of a wave of South Korean popular culture globally in the form of culture in the form of music (K-Pop), drama series (K-Drama), food, animation, and games (Setyani & Azhari, 2021). Korean music and drama fans will recognize the names of famous South Korean artists who helped popularize Korean skincare. Many South Korean skincare companies have expanded into overseas markets thanks to the increasing popularity of Korean K-Pop and K-Drama culture (Muskitta et al., 2022).

South Korea is one of the ten beauty markets in the world (Zippia, 2023). This is because Korea is considered to have high beauty standards, such as glowing, smooth, healthy, and clean skin. Many skincare and cosmetic companies in Indonesia have responded well to Indonesian women's demand for smooth skin, like South Korean celebrities, by agreeing to use South Korean celebrities as their brand ambassadors. Based on ZAP Beauty Index 2023 research, musicians or boybands/girlbands from Korea are one type of influencer who influences women in choosing beauty products and services (ZAP Clinic & Markplus Inc, 2023).

One of the factors that can determine the level of success of consumer marketing in attracting purchasing power in customer-oriented industries or businesses is the strength of the brand ambassador's influence (Amelia et al., 2023). In general, brand ambassadors have the power to attract consumers' attention, arouse their interest in the product, and produce their curiosity (Darmawan & Martini, 2019). A company can enter and develop in the market by choosing a credible brand ambassador to retain and attract new customers. Apart from that, consumer purchasing preferences based on country of origin are also included in this section. When someone thinks that a product, service, or brand is associated with some characteristics related to a particular country, they will develop behavior towards that product according to what they understand about that country (Adriana et al., 2023). Generally, some consumers will look at where the product is produced before purchasing (Putra & Suprapti, 2019). Companies use brand ambassadors to persuade people to be interested in using their products by selecting brand ambassadors based on the image of a celebrity who is on the rise or famous (Faradilla & Andarini, 2022). Celebrities can influence consumer behavior towards advertising and products, purchase intentions, and sales levels, so celebrity brand ambassadors are considered more effective than non-celebrities (Halder et al., 2021). A brand ambassador who is well-known and has a positive image can strongly influence consumer purchasing interest (Pertama & Barkah Barkah, 2023). Celebrities have the power to persuade people to take an interest in or create action regarding the use or purchase of certain products and services (Isnan & Rubiyanti, 2021). (Johannes & Siagian, 2021; Wardani & Istiyanto, 2022) His research found that brand ambassador have a significant influence on purchasing interest.

One important factor to consider when evaluating a product is the country of origin, which refers to the place of manufacture or origin of a brand (Fauzia & Sosianika, 2021). Country of origin is the place where a product is first made or managed (Soraya & Siregar, 2021). Country of origin refers to the relationship between a nation and its cultural values (Kotler et al., 2021). The culture, norms, and values of the product's country of origin can influence the preferences of consumers (Sudirjo et al., 2023). Research conducted by (Idris & Tresnati, 2018) shows a positive and significant influence between country of origin and purchase interest. Other research conducted by (Faiqoh & Wiwoho, 2021; Zahro & Sampleiling, 2021) also shows a positive and significant influence between country of origin on consumer purchasing interest.

Talking about brand ambassadors and country of origin, of course, it cannot be separated from brand credibility. Brands have a significant influence in influencing consumer purchasing decisions. A strong brand can attract consumer attention for purchase intention because it gains customer trust (Azzahro, 2017). Brand credibility is the perceived confidence regarding whether a brand has the ability and willingness to continue delivering on its promises to customers (Erdem & Swait, 2004). Brand credibility promises product quality to gain consumer trust and increase purchase intentions (Vidyanata et al., 2022). Previous research also shows that it can stimulate and influence consumers' purchase intentions significantly (S.W. Wang et al., 2017). Moreover, this concept influences consumer considerations to buy at a premium price (Mandler et al., 2021).

Brand credibility refers to the extent to which consumers trust or feel confident in a particular brand (Srivastava et al., 2020). Brands with high credibility are more likely to attract consumer buying interest (Damayanti & Wahyudi, 2022). Brand credibility creates a sense of trust among consumers (Ulfa & Utami, 2017). When consumers feel confident that the brand can meet their needs or wants, they are more likely to choose products or services from that brand. Consumers tend to prefer brands with established credibility over brands that are less well-known or trusted. This aligns with research conducted by (Fikadiyanti & Sudrajat, 2020; Homer & Ferdinand, 2023), where the research results show a positive influence between brand credibility and purchasing interest.

One of the skincare products from South Korea that has succeeded in entering and has many customers in Indonesia is the Some by Mi product. This is proven by including Some By Mi in the Top 5 Favorite Skincare Buyers in E-Commerce, quoted from (Kompas.co.id, 2022), which collects skincare sales recap data in the past few years sourced from E-Commerce in Indonesia, namely Tokopedia. From this data, it is stated that Some By Mi succeeded in selling around 3.7 thousand products during August 2022. Some By Mi is a skincare brand from South Korea that has many benefits and properties contained in it. This product is one of the most popular products in Indonesia. The 30 Days Miracle Starter Package, Snail Truecica Miracle Repair Set, and anti-blackhead products are some of the most popular products from this brand. "Miracle of my skin with good ingredients" is the tagline used in the product branding.

The use of South Korean celebrities as brand ambassador reaps many pros and cons, one of which is due to consumer ethnocentrism (Chao et al., 2005), Consumer ethnocentrism shows the general tendency of consumers to avoid all imported products regardless of price or quality considerations for reasons of nationalism (Sharma, 2015). Several research results suggest that consumer ethnocentrism weakens the relationship between foreign celebrities and purchase intentions regardless of the level of consumer ethnocentrism (Roy et al., 2019). (Jerzyk & Wyczynski, 2016) states that Consumers with high levels of ethnocentrism evaluate local celebrity endorsers more highly than foreign ones. In contrast, those with low and medium levels of ethnocentrism do not attach importance to the nationality of the endorser. (Tong & Su, 2021) explained that for local brands, foreign celebrities have a positive impact on attitudes towards the brand, but consumer ethnocentrism cannot moderate this because the level of ethnocentrism of young consumers in the study tends to be low, and young consumers in China are globally oriented.

Consumer ethnocentrism is a personality and ideology associated with a particular ethnic group or group that has feelings towards a powerful group and believes that its attitudes, behavior, perspectives, and beliefs are superior to those of other groups (Murti & Fernandez, 2019). Ethnocentrism is a term used to describe the universal tendency of society to place its own group at the center of everything, view other social units through the lens of its own group, and tend to reject people of different cultures (Fauzi & Asri, 2020). Consumer ethnocentrism is seen as people's beliefs regarding the morality and acceptability of buying domestic goods and tends to reject foreign products. For ethnocentric consumers, global brands tend to be perceived as economic and cultural threats (Khairani & Abdillah, 2018).

Various previous studies have examined several similar variables with mixed results. This research is interesting to study because conceptually, this research adds variation to the brand credibility variable, which is different from previous research conducted by (Amelia et al., 2023; Roy et al., 2019; Sagir et al., 2021; Sanaji & Shafa, 2023; Udayani et al., 2018). Specifically, this research aims to determine the influence of brand ambassador, country of origin, and brand credibility on purchase intention of Some By Mi products in Indonesia moderated by consumer ethnocentrism.

2. Research Method

Based on the problem formulation and conceptual framework, the research hypothesis proposed by the researcher is as follows:

H1 : Brand Ambassadors influence Purchase Intention

H2 : Country of Origin influences Purchase Intention

H3 : Brand Credibility influences Purchase Intention

H4 : Consumer Ethnocentrism moderates the relationship between Brand Ambassador and Purchase Intention

H5 : Consumer Ethnocentrism moderates the relationship between Country Of Origin and Purchase Intention

H6 : Consumer Ethnocentrism moderates the relationship between Brand Credibility and Purchase Intention

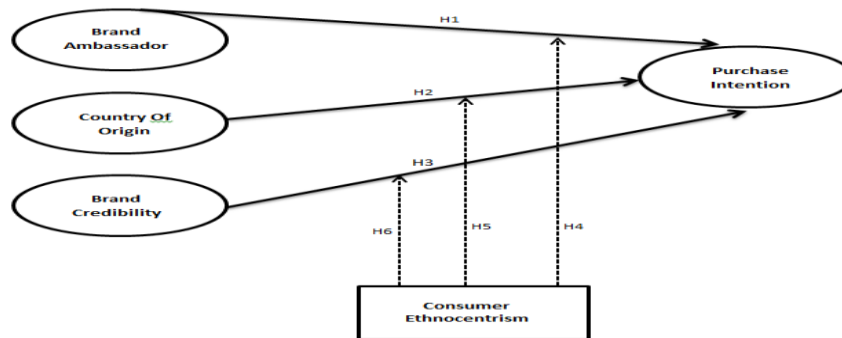


Figure 1. Research framework

This research is quantitative research using a questionnaire as primary data. The questionnaire was designed via Google Forms and then distributed to respondents deemed to meet the predetermined criteria. The measurements for this research use a Likert scale of 1-5 with categories: Strongly agree with a score of 5; Agree has a score of 4; Undecided has a score of 3; Disagree has a score of 2; Strongly disagree with score 1. The population in this study were users of Some By Mi products in Indonesia. The number of samples collected in this research was 210 respondents. In determining the sample size, researchers refer to opinions (Malhotra et al., 2020), which state that for SEM-based research with several constructs ≤ 5 and measuring variables > 3 , a sample size of ≥ 200 respondents is used. Therefore, the number of samples in this study was 210 respondents. The criteria for respondents in this study were users of Some By Mi products or those who were interested in buying Some By Mi products who were domiciled in Indonesia and were at least 17 years old.

This research uses Structural Equation Modeling (SEM) with the AMOS 24 statistical tool to analyze and evaluate the measurement and structural models of the research construct being built. The model fit test is assessed based on goodness of fit parameter indices such as chi-square (χ^2), CMIN/DF, Root Mean Square Error of Approximation (RMSEA), root mean square residual (RMR), goodness of fit index (GFI), Tucker Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), and Normal Fit Index (NFI). Validity evaluation relies on the standardized loading factor (SLF) value, which must be ≥ 0.50 (Hair et al., 2016), and construct reliability depends on tabulated results of construct reliability (CR) values and average variance extracted (AVE). Furthermore, the SEM analysis is a structural model analysis to assess the research hypothesis that has been developed and is accepted or rejected. SEM analysis displays the t-value for each coefficient. The hypothesis can be said to have a causal relationship if the calculated t value \geq t table (1.96) with a significant level of α (usually $\alpha = 0.05$).

3. Results And Discussions

Respondent Characteristics

Respondent characteristics data is presented in Table 1, totaling 210 respondents. In this study, gender is dominated by women (97.10%), domiciled in Kalimantan (33.8%), age range 17-25 years (65.2%), last education high school/high school (63.3%), working as a student (49.5%) with the majority of monthly pocket money amounting to less than 1 million (18.6%).

Table 1. Characteristics of respondents

Categories	Items	f	%
Gender	Man	6	2.90%
	Woman	204	97.10%
	Total	210	100%
Age	17 to 25 years old	137	65.2%
	26 to 35 years old	52	24.8%
	36 to 45 years old	21	10.0%
	Total	210	100%
Domicile	Kalimantan	71	33.8%
	Java	48	22.9%
	Sumatra	13	6.2%
	Sulawesi	32	15.2%
	Nusa Tenggara	3	1.4%

Categories	Items	f	%
	Bali	4	1.9%
	Maluku	21	10.0%
	Papua	18	8.6%
	Total	210	100%
Last education	High School	133	63.3%
	D1/D2/D3	29	13.8%
	Bachelor 1 (S1)	48	22.9%
	Total	210	100%
Job	Civil servants	3	1.4%
	Housewife	1	0.5%
	BUMN	1	0.5%
	Private sector employee	52	24.8%
	Student	104	49.5%
	Government Agency Staff	2	1.0%
	Businessman	47	22.4%
	Total	210	100%
Income per month	Jobless	125	59.5%
	< IDR 2 million	25	11.9%
	> IDR 2 million - IDR 4 million	24	11.4%
	> IDR 4 million - IDR 6 million	30	14.3%
	> IDR 6 million - IDR 8 million	6	2.9%
	Total	210	100%
Allowence per month	Worker	85	40.5%
	< IDR 1 million	39	18.6%
	> IDR 1 million - IDR 1.5 million	28	13.3%
	> IDR 1.5 million - IDR 2 million	23	11.0%
	> IDR 2 million - IDR 2.5 million	20	9.5%
	> IDR 2.5 million	15	7.1%
	Total	210	100%
In the last 2 months, how many times have you purchased Some By Mi products?	2 times	122	58.1%
	3 - 4 times	39	18.6%
	5 - 6 times	27	12.9%
	> 6 times	22	10.5%
	Total	210	100%

Source: Questionnaire Data Processing Results (2023)

Measurement Models and Structural Models

The results of validity and reliability tests on research indicators were obtained from the output results of data processing via AMOS 24.

Table 2. Value of standardized loading factor, construct reliability (C.R.), and average variance extracted (AVE) in overall model fit

	Items	SLF	CR	AVE
<i>Brand Ambassador (BA)</i>	Sehun EXO as a K-pop idol group is very suitable as the Some By Mi Brand Ambassador	0.968	0.873	0.978
	Sehun EXO can disseminate Some By Mi products to the public through his profession as a K-pop idol group	0.980		
	Sehun EXO can disseminate Some By Mi products to the public through his profession as a K-pop idol group	0.980		
	EXO's Sehun looks comfortable when he is the Some By Mi Brand Ambassador	0.978		
	Sehun EXO knows information about Some By Mi products	0.978		
	EXO's Sehun is experienced enough to be the Some By Mi Brand Ambassador	0.986		
	Sehun EXO made it easy for me to get to know Some By Mi products	0.980		
	<i>Country of Origin(CO)</i>	Korea is an innovative country in manufacturing Some By Mi products	0.990	0.832
Korea is a country that has a high level of education and mastery of technology in producing Some By Mi products		0.998		
Korea is a developed country		0.982		
Korea has a high-quality workforce in producing Some By Mi products		0.982		

	Items	SLF	CR	AVE
	Korea is an ideal country to visit	0.986		
<i>Brand Credibility (BC)</i>	The Some By Mi product brand has a trustworthy name	0.980	0.797	0.974
	Product claims from the Some By Mi brand are valid or trustworthy	0.972		
	The Some By Mi product brand reminds me of a competent company	0.976		
	The Some By Mi product brand can provide benefits to the skin according to what it promises	0.970		
<i>Consumer Ethnocentrism (CE)</i>	Indonesian people must always buy skincare products made in Indonesia	0.976	0.830	0.967
	Skincare products made in Indonesia are always my choice	0.972		
	Buying Indonesian skincare products is always the best course of action	0.960		
	Buying Some By Mi products means destroying domestic business	0.962		
	Purchasing Some By Mi products can trigger unemployment	0.964		
<i>Purchase Intention (PI)</i>	I always have the desire to buy Some By Mi products	0.980	0.798	0.976
	I also recommend Some By Mi products to others	0.976		
	I prioritize buying Some By Mi products over other beauty products	0.968		
	I am interested in continuing to get the latest information about Some By Mi products from various sources	0.980		

Source: Data Processing Results (2023)

Table 2 is the result of testing the validity and reliability of the model as a whole. The standardized loading factor (SLF) value for all indicator variables in the full model is above 0.50. This means that all indicators are declared valid and are believed to be able to measure the construct of the entire model being built. The reliability test results present relevant results. All instruments were declared reliable and could measure the constructs of all models built consistently. This is shown by the avariance extracted (AVE) value for all instrument indicators, which obtained a value of ≥ 0.50 , and the Construct Reliability (CR) value received a value of ≥ 0.70 .

Table 3. Goodness of fit index

Goodness of Fit Index	Cut off Value	Results
CMIN/DF	≤ 3.00	4.589
RMSEA	≤ 0.08	0.131
RMR	≤ 0.05	0.366
GFI	≥ 0.90	0.688
TLI	≥ 0.90	0.917
IFI	≥ 0.90	0.925
CFI	≥ 0.90	0.925
NFI	≥ 0.90	0.906

Source: Data Processing Results (2023)

Table 3 shows the results of the model fit test. The results of the model suitability test show that the model suitability requirements are acceptable and declared fit. Four measurements indicate the level of conformity: TLI, IFI, CFI, and NFI. Based on (Hair et al., 2016) state that a research model construct can be declared fit and accepted if three to four measurements obtain a degree of good fit or above the cut-off value. The results of the model suitability test show that the four indicators meet the Good Of Fit suitability criteria, which shows that this research is good and hypothesis testing can be continued.

Hypothesis Testing

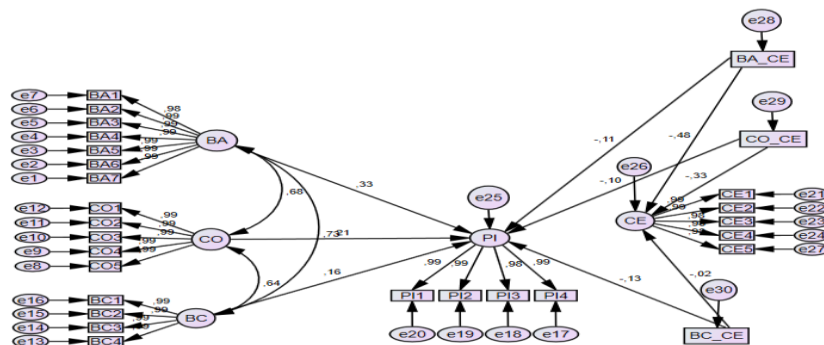


Figure 2. Full model structural test

The results of testing the influence of the relationship between variables on the research constructs built in this research can be presented as follows.

Table 4. Hypothesis testing

	Estimate	S.E.	C.R.	P	Information
Brand Ambassador → Purchase Intention	0.315	0.079	3,998	***	Significant Positive
Country Of Origin → Purchase Intention	0.203	0.070	2,895	0.004	Significant Positive
Brand Credibility → Purchase Intention	0.154	0.078	1,989	0.047	Significant Positive
Brand Ambassador_Consumer Ethnocentrism → Purchase Intention	-0.172	0.083	-2,070	0.038	Significant Negative
Country Of Origin_Consumer Ethnocentrism → Purchase Intention	-0.166	0.084	-1,977	0.048	Significant Negative
Brand Credibility_Consumer Ethnocentrism → Purchase Intention	-0.196	0.080	-2,441	0.015	Significant Negative

Source: Results of Data Processing AMOS 24 (2023)

Based on Table 4, which shows the results of AMOS processing, obtained a p-value of 0.001, symbolized by a star indicating a value of less than 0.05 ($\alpha = 0.05$). This means that the first hypothesis regarding Brand Ambassadors has a positive and significant effect on Purchase Intention. For the second hypothesis, the p-value is 0.004. This proves that the hypothesis developed is that Country of Origin has a positive and significant effect on Purchase Intention. The third hypothesis obtained a p-value of 0.047. This shows that Brand Credibility has a positive and significant effect on Purchase Intention.

The fourth hypothesis explains the results of testing the moderating effect of Consumer Ethnocentrism on Brand Ambassador and Purchase Intention. It is known that the t value is -2.070, and the p-value is 0.038, which is less than 0.05, which means it is significant. This shows that the role of consumer ethnocentrism as a moderator has a negative and significant effect. This means that consumer ethnocentrism can weaken the relationship between Brand Ambassadors and Purchase Intention. The fifth hypothesis is to test the moderating effect between consumer ethnocentrism on country of origin and purchase intention. The calculated t-value shows -1.977, and the p-value is 0.048. This also proves that consumer ethnocentrism has a negative and significant effect, which means that consumer ethnocentrism can weaken the influence of country of origin on purchase intention. As for the sixth hypothesis, namely testing the role of consumer ethnocentrism as a moderator of brand credibility and purchase intention. The calculated t-value is -2.441, and the p-value is 0.015. This also shows a negative and significant influence between consumer ethnocentrism on brand credibility and purchase intention.

This research aims to test a conceptual model of the influence of brand ambassador, country of origin, and brand credibility on purchase intention moderated by consumer ethnocentrism. Based on the results of this research, brand ambassadors can influence purchase intention. In line with research conducted by (Isnan & Rubiyanti, 2021; Johannes & Siagian, 2021; Pertama & Barkah Barkah, 2023; Rosyadi, 2021; Wardani & Istiyanto, 2022). Apart from that, country of origin also influences purchase intention (Faiqoh & Wiwoho, 2021; Idris & Tresnati, 2018; Zahro & sampleiling, 2021). Brand credibility also influences

purchase intention (Fikadiyanti & Sudrajat, 2020; Homer & Ferdinand, 2023). This research also finds the moderating role of consumer ethnocentrism, which can weaken the relationship between brand ambassador, country of origin, and brand credibility on purchase intention. In line with research (Roy et al., 2019; Souiden et al., 2018). This is caused by the high level of ethnocentrism held by consumers. The higher the level of ethnocentrism a consumer has the use of foreign celebrities as brand ambassadors can weaken consumers' buying interest. Someone with a high level of ethnocentrism tends to reject products that come from abroad.

The results of this research show that it is important to understand how factors such as brand ambassador, country of origin, brand credibility, and ethnocentrism interact with each other to shape consumer behavior. With a better understanding of these relationships, companies can design more effective marketing strategies for various market segments with different ethnocentric backgrounds.

4. Conclusion

From this research, it can be concluded that there is an influence between brand ambassador, country of origin, and brand credibility on purchase intention. Apart from that, consumer ethnocentrism can also moderate the relationship between brand ambassador, country of origin, and brand credibility on purchase intention. This research contributes to developing literature on understanding and responding to consumer preferences from diverse ethnocentric backgrounds. This research can also contribute to developing marketing theory, especially theories related to consumer behavior. The results of this research can help formulate new models or frameworks that can be used as a basis for further research in this area. In addition, this research may stimulate interest in further investigating consumer ethnocentrism's role in purchasing beauty products. This could open the door to further research into how cultural values and identity play a role in consumer decision making. By considering country of origin, this research can provide insight into how geographic factors influence consumer perceptions of products. It can help describe global market dynamics and contribute to understanding consumer behavior at an international level.

The implications of this research are that it can provide practical guidance for the beauty industry in designing their marketing strategies. For example, companies can use the findings from this research to select appropriate brand ambassadors or optimize their brand image based on brand origin and brand credibility. By incorporating these findings into marketing strategies, companies can more effectively meet the needs of today's diverse markets. By incorporating these findings into marketing strategies, companies can more effectively meet the needs of today's diverse markets.

For further research, adding other variables to produce more varied findings is recommended. This research is only limited to cosmetic products. Therefore, further research should examine different product categories such as food or drinks, electronic goods, vehicles, and so on. Apart from that, it is also recommended for further research to increase the number of samples used in research so that it can reach and produce more comprehensive information.

ACKNOWLEDGEMENTS

Thank you to the Faculty of Economic and Business, Universitas Tanjungpura, which facilitated the author to publish this article.

References

- Adriana, E., Afrizal, I. D., & Triwijayati, A. (2023). The Influence Country of Origin on Purchase Intention Korean Food with Moderating Consumer Ethnocentrism on Generation Z in East Java. *Indonesian Journal of Business Analytics*, 3(4), 1183–1200. <https://doi.org/10.55927/ijba.v3i4.5161>
- Afifah, N. (2019). The Influence of Beauty Vlogger's Content on the Purchase Intentions of Local Brands in Indonesia. *GATR Journal of Management and Marketing Review*, 4(4), 254–259. [https://doi.org/10.35609/jmmr.2019.4.4\(4\)](https://doi.org/10.35609/jmmr.2019.4.4(4))
- Amelia, S. R., Nisya, S. M. A., & Muzdalifah, L. (2023). Pengaruh Brand Ambassador, Brand Image, dan Country Of Origin terhadap Minat Beli Konsumen. *Journal of Creative Student Research*, 1(1), 143–162. <https://doi.org/https://doi.org/10.55606/jcsrpolitama.v1i1.1046>
- Azzahro, D. F. (2017). *Pengaruh Kredibilitas Merek (Brand Credibility) dan Prestise Merek (Brand Prestige) Terhadap Niat Beli Konsumen pada Produk Fashion Riamiranda*. <https://dspace.uui.ac.id/bitstream/handle/123456789/7097/08%20naskah%20publikasi.pdf?sequence=12&isAllowed=y>

- Chao, P., Wührer, G., & Werani, T. (2005). Celebrity and foreign brand name as moderators of country-of-origin effects. *International Journal of Advertising*, 24(2), 173–192. <https://doi.org/https://doi.org/10.1080/02650487.2005.11072913>
- CNBC Indonesia. (2022, November 4). *Industri Kecantikan Tahan Krisis, Laris Manis Meski Pandemi*. <https://www.cnbcindonesia.com/lifestyle/20221104104902-33-385138/industri-kecantikan-tahan-krisis-laris-manis-meski-pandemi>
- Compas.co.id. (2022). *5 Brand Skincare Korea Terbaik dan Data Penjualannya di E-commerce*. <https://compas.co.id/article/brand-skincare-korea-terbaik/>
- Damayanti, D., & Wahyudi, H. D. (2022). Pengaruh Celebrity Endorser terhadap Purchase Intention: Peran Mediasi Brand Credibility dan Brand Attitude. *Jurnal Nusantara Aplikasi Manajemen Bisnis*, 7(2), 285–296.
- Darmawan, R., & Martini, E. (2019). Pengaruh Brand Ambassador Terhadap Brand Image Serta Dampaknya Terhadap Keputusan Pembelian (Studi Pada Pengguna Smartphone Oppo). *EProceedings of Management*, 6(2). <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/9743>
- Erdem, T., & Swait, J. (2004). Brand credibility, brand consideration, and choice. *Journal of Consumer Research*, 31(1), 191–198. <https://doi.org/https://doi.org/10.1086/383434>
- Faiqoh, I., & Wiwoho, G. (2021). Pengaruh Ethnocentrism dan Country Of Origin Terhadap Minat Beli Konsumen dengan Perceived Quality Sebagai Variabel Pemediasi pada K-Beauty Produk Nature Republic. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 3(6), 1109–1124. <https://doi.org/https://doi.org/10.32639/jimmba.v3i6.957>
- Faradilla, M. A., & Andarini, S. (2022). Pengaruh Brand Ambassador Terhadap Minat Beli Produk Maybelline New York Melalui Sikap pada Iklan Sebagai Variabel Mediasi. *Jurnal Administrasi Bisnis (JAB)*, 12(1), 97–104. <https://doi.org/https://doi.org/10.35797/jab.v12.i1.97-104>
- Fauzi, F., & Asri, R. (2020). Pengaruh ethnocentrism, citra merek dan gaya hidup terhadap keputusan pembelian batik (Studi pada konsumen di wilayah Jakarta Barat). *Jurnal Manajemen Pemasaran*, 14(2), 86–95. <https://doi.org/doi:10.9744/pemasaran.14.2.86-95>
- Fauzia, A. Z. N., & Sosianika, A. (2021). Analisis pengaruh brand image, perceived quality, dan country of origin terhadap minat beli produk skincare luar negeri. *Prosiding Industrial Research Workshop and National Seminar*, 12, 1068–1072. <https://jurnal.polban.ac.id/ojs-3.1.2/proceeding/article/view/2882>
- Fikadiyanti, D., & Sudrajat, R. H. (2020). Pengaruh Kredibilitas Brand Ambassador Iqbaal Ramadhan dan Kredibilitas Merek terhadap Minat Beli Aplikasi Ruang Guru pada Pelajar di Jawa Barat. *EProceedings of Management*, 7(2). <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/viewFile/13584/13109>
- Hair, J., Hult, G., Ringle, C., & Sarstedt, M. (2016). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (Second). SAGE Publications, Inc.
- Halder, D., Pradhan, D., & Chaudhuri, H. R. (2021). Forty-five years of celebrity credibility and endorsement literature: Review and learnings. *Journal of Business Research*, 125, 397–415. <https://doi.org/https://doi.org/10.1016/j.jbusres.2020.12.031>
- Homer, V. N., & Ferdinand, A. T. (2023). Analisis Pengaruh Kredibilitas Endorser Terhadap Minat Beli Dengan Kredibilitas Merek Sebagai Variabel Intervening (Studi Pada Produk smartphone Vivo Di Kota Semarang). *Diponegoro Journal of Management*, 12(2). <https://ejournal3.undip.ac.id/index.php/djom/article/view/38746>
- Idris, A. R., & Tresnati, R. (2018). Pengaruh Country Of Origin Terhadap Minat Beli Smartphone Xiaomi. *Prosiding Manajemen*, 490–495. <https://doi.org/http://dx.doi.org/10.29313/v0i0.10392>
- Isnan, M. F., & Rubiyanti, R. N. (2021). Pengaruh Brand Ambassador Terhadap Minat Beli Tiket.com Di Jawa Barat. *EProceedings of Management*, 8(1). <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/14354>
- Jerzyk, E., & Wyczynski, K. (2016). The nationality and the type of celebrities endorsing products versus ethnocentric attitudes of polish consumers. *Entrepreneurship, Business and Economics-Vol. 1: Proceedings of the 15th Eurasia Business and Economics Society Conference*, 501–514. https://doi.org/https://doi.org/10.1007/978-3-319-27570-3_37
- Johannes, C. S., & Siagian, V. (2021). Pengaruh brand ambassador, kepercayaan, dan price discount terhadap minat beli di aplikasi tokopedia. *JPIM (Jurnal Penelitian Ilmu Manajemen)*, 6(2), 98–112. <https://doi.org/https://doi.org/10.30736/jpim.v6i2.690>
- Karoui, S., & Khemakhem, R. (2019). Consumer ethnocentrism in developing countries. *European Research on Management and Business Economics*, 25(2), 63–71. <https://doi.org/https://doi.org/10.1016/j.iedeen.2019.04.002>
- Kementerian Perindustrian Republik Indonesia. (2020, November 24). *Dampak Pandemi, Transaksi Belanja Online Produk Kosmetik Naik 80%*. <https://kemenperin.go.id/artikel/22137/Dampak-Pandemi,-Transaksi-Belanja-Online-Produk-Kosmetik-Naik-80>
- Khairani, Z., & Abdillah, M. R. (2018). Sikap Terhadap Kampanye 100% Cinta Indonesia, Ethnocentrism Konsumen, Dan Kesiediaan Membeli Produk Lokal Indonesia. *Jurnal Daya Saing*, 4(3), 269–275. <https://doi.org/https://doi.org/10.35446/dayasaing.v4i3.282>
- Kompas.id. (2022, October 25). *Industri Kecantikan Tanah Air Punya Prospek Bagus*. <https://www.kompas.id/baca/ekonomi/2022/10/25/bpom-menilai-industri-kosmetik-akan-tetap-berkembang>
- Kotler, P., Keller, K. L., & Chernev, A. (2021). *Marketing Management*. Pearson. <https://books.google.co.id/books?id=iTPTzgEACAAJ>

- Mandler, T., Bartsch, F., & Han, C. M. (2021). Brand credibility and marketplace globalization: The role of perceived brand globalness and localness. *Journal of International Business Studies*, 52, 1559–1590.
- Murti, W., & Fernandez, D. (2019). Analisis Gaya Hidup dan Etnosentrisme Konsumen terhadap Persepsi Kualitas serta Implikasinya terhadap Niat Beli Konsumen (Studi Kasus pada Pengguna Smartphone Smartfren Andromas Pengunjung ITC Roxy Mas Jakarta). *Jurnal Manajemen FE-UB*, 7(1), 141–160.
- Muskitta, C. G., Ade, T., Ulaen, E. I., & Pangaribuan, C. H. (2022). The Influence of the Korean Wave Phenomenon on Male Customer Purchase Decisions for Korean Skincare Products in Indonesia. In *Management, and Industry (JEMI)* (Vol. 05, Issue 03). <https://doi.org/10.36782/jemi.v5i3.2382>
- Muttaqin, R. (2022). Pengaruh Kim Soo Hyun sebagai Brand Ambassador dan Brand Image terhadap Keputusan Pembelian Produk Skincare COSRX (Studi Pada Mahasiswa di Indonesia). *Syntax Literate: Jurnal Ilmiah Indonesia*, 7(9), 14413–14440. <https://doi.org/https://doi.org/10.36418/syntax-literate.v7i9.9554>
- Pertama, N., & Barkah Barkah. (2023). Pengaruh Brand Ambassador, Social Media Marketing dan Product Quality terhadap Keputusan Pembelian Scarlett Whitening dan Brand Image sebagai Variabel Intervening. *Prosiding Management Business Innovation Conference*, 6, 162–172. <https://jurnal.untan.ac.id/index.php/MBIC/article/view/67588/75676598058>
- Proctor, T., & Kitchin, P. J. (2018). Celebrity ambassador/celebrity endorsement—takes a licking but keeps on ticking. *Journal of Strategic Marketing*, 27(5), 373–387.
- Putra, I. B. O. K., & Suprapti, N. W. S. (2019). Pengaruh Persepsi Asal Negara (Country Of Origin) Terhadap Niat Beli yang Dimediasi Citra Merek. *E-Jurnal Manajemen Universitas Udayana*, 8(8), 5240. <https://doi.org/10.24843/ejmunud.2019.v08.i08.p21>
- Ramadania, R., Suh, J., Rosyadi, R., Purmono, B. B., & Rahmawati, R. (2023). Consumer ethnocentrism, cultural sensitivity, brand credibility on purchase intentions of domestic cosmetics. *Cogent Business & Management*, 10(2), 2229551. <https://doi.org/https://doi.org/10.1080/23311975.2023.2229551>
- Rosyadi, A. (2021). Peran brand ambassador terhadap minat beli melalui brand awareness. *Jurnal Manajemen Dan Bisnis (Performa)*, 18(3), 20–31. <https://doi.org/https://doi.org/10.29313/performa.v18i3.7943>
- Roy, S., Guha, A., Biswas, A., & Grewal, D. (2019). Celebrity endorsements in emerging markets: Align endorsers with brands or with consumers? *Journal of International Business Studies*, 50, 295–317. <https://doi.org/https://doi.org/10.1057/s41267-018-00209-1>
- Sagir, J., Pandika, N. S., & Darwini, S. (2021). Pengaruh brand ambassador dan country of origin terhadap minat beli konsumen pada skin care Korea. *Journal of Economics and Business*, 7(1), 125–142. <https://doi.org/https://doi.org/10.29303/ekonobis.v7i1.72>
- Sanaji, S., & Shafa, M. S. A. (2023). Pengaruh Brand Ambassador Selebriti Korea Selatan terhadap Niat Beli Produk Perawatan Kulit dan Kosmetik yang Dimoderasi Etnosentrisme Konsumen. *Jurnal Ilmu Manajemen*, 682–693. <https://journal.unesa.ac.id/index.php/jim/article/view/25566/10015>
- Setyani, A. H., & Azhari, M. Z. (2021). Pengaruh korean wave dan ulasan online terhadap minat beli produk skin care korea selatan. *IKRAITH-EKONOMIKA*, 4(1), 67–74. <https://journals.upi-yai.ac.id/index.php/IKRAITH-EKONOMIKA/article/view/1057>
- Shahnaz, N. B. F., & Wahyono, W. (2016). Faktor yang mempengaruhi minat beli konsumen di toko online. *Management Analysis Journal*, 5(4). <https://doi.org/https://doi.org/10.15294/maj.v5i4.5571>
- Sharma, P. (2015). Consumer ethnocentrism: Reconceptualization and cross-cultural validation. *Journal of International Business Studies*, 46, 381–389. <https://doi.org/https://doi.org/10.1057/jibs.2014.42>
- Soraya, A., & Siregar, O. M. (2021). Pengaruh Country of Origin dan Brand Image terhadap Keputusan Pembelian Produk Nature Republic pada Mahasiswa di Universitas Sumatera Utara. *SENRIABDI*, 400–416. <https://jurnal.usahid solo.ac.id/index.php/SENRIABDI/article/view/872>
- Souiden, N., Ladhari, R., & Chang, L. (2018). Chinese perception and willingness to buy Taiwanese brands: The role of ethnocentrism and animosity. *Asia Pacific Journal of Marketing and Logistics*, 30(4), 816–836. <https://doi.org/10.1108/APJML-09-2017-0203>
- Srivastava, A., Dey, D. K., & MS, B. (2020). Drivers of brand credibility in consumer evaluation of global brands and domestic brands in an emerging market context. *Journal of Product & Brand Management*, 29(7), 849–861. <https://doi.org/https://doi.org/10.1108/JPBM-03-2018-1782>
- Sudirjo, F., Muhtadi, M. A., & Manik, D. E. M. (2023). Faktor-Faktor yang Mempengaruhi Perilaku Pembelian Konsumen secara Lintas Budaya. *Jurnal Ekonomi Dan Kewirausahaan West Science*, 1(03), 207–215. <https://doi.org/https://doi.org/10.58812/jekws.v1i03.526>
- Suwuh, J. L. A., Kindangen, P., & Saerang, R. T. (2022). The Influence of Korean Wave, Brand Ambassador, and Brand Image on Purchase Intention of Somethinc Skincare Products in Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 10(4), 1146–1155. <https://doi.org/https://doi.org/10.35794/emba.v10i4.43669>
- Tong, X., & Su, J. (2021). Country-of-origin effects in celebrity endorsements: the case of China. *International Journal of Fashion Design, Technology and Education*, 14(2), 205–217.
- Udayani, N. P. A., Wardana, M., & Giantari, I. G. A. K. (2018). Pengaruh Consumer Ethnocentrism Terhadap Country Of Origin Dan Purchase Intention Kosmetik Lokal Di Denpasar. *JUIMA: Jurnal Ilmu Manajemen*, 8(1). <https://doi.org/https://doi.org/10.36733/juima.v8i1.36>

- Ulfa, M., & Utami, S. (2017). Pengaruh Kredibilitas Merek Terhadap Niat Beli Konsumen Dengan Variabel Decision Convenience Sebagai Pemediasi Pada Maskapai Penerbangan Airasia Di Banda Aceh. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 2(3). <https://doi.org/https://doi.org/10.24815/jimen.v2i3.3547>
- Vidyanata, D., Sunaryo, S., & Hadiwidjojo, D. (2022). The role of brand attitude and brand credibility as a mediator of the celebrity endorsement strategy to generate purchase intention. *Jurnal Aplikasi Manajemen*, 16(3), 402–411. <https://doi.org/http://dx.doi.org/10.21776/ub.jam.2018.016.03.04>
- Wardani, A. A. K., & Istiyanto, B. (2022). Peran brand ambassador, brand image, dan harga terhadap minat beli konsumen (Studi kasus co-branding Samsung X Bts). *Jurnal Ilmiah Edunomika*, 6(1), 551–557. <https://doi.org/http://dx.doi.org/10.29040/jie.v6i1.4645>
- Zahro, A. R., & Sampeliling, A. (2021). Pengaruh country of origin dan kesadaran halal serta harga terhadap minat beli. *Jurnal Manajemen*, 13(1), 63–71. <https://doi.org/https://doi.org/10.30872/jmmn.v13i1.9055>
- ZAP Clinic & Markplus Inc. (2023). *ZAP Beauty Index 2023*. 8–8. <https://zapclinic.com/zapbeautyindex>
- Zippia. (2023, June 22). *25 Powerful Cosmetics Industry Statistics [2023]: What's Trending In The Beauty Business?* <https://www.zippia.com/advice/cosmetics-industry-statistics/>