



The Influence of K-Pop Idols as Brand Ambassadors on Chanel's Purchase Intention (Case Study: Jennie Kim as the Face of Chanel)

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Abstract. Globalization occurs in all parts of the world, this phenomenon happened quickly and has an impact on all aspects, one of which is cultural aspect. A very popular culture in Indonesia is Korean culture. One of the Korean culture that very popular in Indonesia is Korean music. With this phenomenon, it requires business to seize opportunities and take advantage of this momentum. One of the well-known brands that take advantage of this phenomenon is Chanel. Chanel collaborated with several K-Pop idols to become brand ambassadors, one of which was Jennie. This study aims to analyze the influence of K-Pop Idol as a brand ambassador on purchase intention for Chanel products. The research method used is quantitative method. This study used primary data in the form of a questionnaire through the Google Form distributed to Indonesians aged 12-25 years (Gen Z). The research sample amounted to 138 people. This study used the Spearman Rank test using IBM SPSS software. From the results of this study it was found that Jennie as a brand ambassador has an influence of 67,5% on the intention to buy Chanel products in Indonesian Gen Z and the remaining 32,5% comes from other variables not examined.

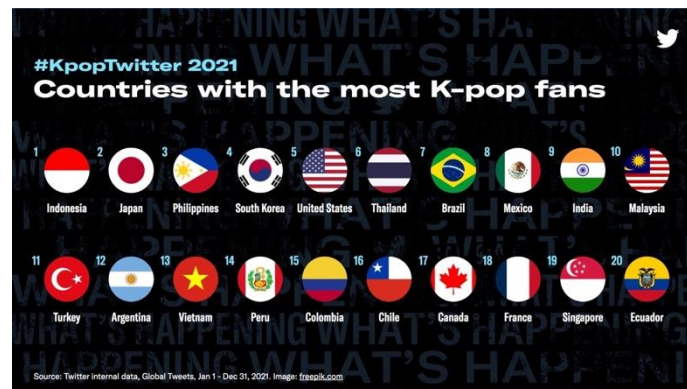
Keywords: Globalization, Korean Wave, K-pop Idol, Brand Ambassador, Purchase Intention

INTRODUCTION

At this time the world is facing the era of globalization, globalization occurs in all parts of the world and cannot be avoided. Globalization sulks at the loss of boundaries in the world so that integration occurs, According to Selo Soemardjan (2004) globalization is the process of creating communication and organizational structures between individuals around the world with the aim of complying with the same set of norms and regulations (Widayanti, 2018).

Globalization has become a social phenomenon that occurs rapidly and has an impact on all aspects. One aspect that is greatly affected by globalization is the cultural aspect. Various foreign cultures enter Indonesia easily due to globalization. One of the most

popular and growing cultures in Indonesia is Korean culture, or commonly referred to as the "Korean Wave". Korean Wave entered Indonesia through entertainment media, one of the Korean waves that is in great demand by the Indonesian people is Korean music, commonly referred to as "K-Pop". The popularity of "K-Pop" in Indonesia is evidenced by data from Twitter, Twitter released data related to the order of countries with the most K-Pop fans in the world, this data shows that Indonesia is ranked 1st (one) (Kim, 2022).



Source: blog.twitter.com

Figure 1: Countries with the Most K-Pop Fans

With this phenomenon, it requires business actors or brands to adapt and take opportunities. Luxury brands or high-end luxury brands are no exception. They need to adapt to maintain their existence, one strategy that can be done is the use of K-Pop Idols as brand ambassadors to become 'faces' or represent a product or brand. One luxury brand that uses K-Pop Idol as a brand ambassador is Chanel. Chanel is one of the most popular luxury brands in the world. Reporting from brandirectory.com, Chanel occupies the 4th position (four) in the order of famous brands in the world, Chanel has revenues of 228 quadrillion rupiah. Chanel has hired Jennie Kim as a brand ambassador since June 2018.

Chanel announced this news through their social media, from Twitter, Instagram, Facebook to YouTube. Jennie also shared this news through her personal Instagram account. According to a Chanel spokesperson in Korea, the reason Chanel chose Jennie as a brand ambassador is because Jennie is considered to have a modern style. This is in line with Chanel's guidelines that uphold modernity. In addition, Jennie's modern style is considered very suitable with Chanel's goal of expanding the market to the younger generation. The use of Jennie as Chanel's brand ambassador paid off very well. Jennie impacted Chanel's sales and awareness. This is evidenced by the increase in Chanel's

domestic sales in 2021, Jennie managed to increase domestic sales by 30% and increase operating profit by 66%. Chanel provided data related to its sales which reached almost 1.6 trillion KRW or equivalent to 181 trillion rupiah thanks to Jennie in the Coco Crush and Coco Neige campaign (Kvibes, 2023). In addition, Jennie, who has the nickname "Human Chanel", gave media influence on the Chanel Show in 2022, Jennie managed to earn 4.3 billion KRW or equivalent to 486 billion rupiah based on the exchange rate at that time (Komalasari, 2023). Jennie often shares Chanel's promotional posts on her personal Instagram, she earns 64.5 billion rupiah in EMV for Chanel. The use of Jennie as Chanel's brand ambassador aims to influence consumer purchase intention.

From the background and phenomenon described above, Jennie's influence as a brand ambassador is quite fantastic, so the researcher determined the title: "The Influence of K-pop Idol as Brand Ambassador on Chanel's Purchase Intention (Case Study: Jennie Kim as The Face Of Chanel)". The author studied and reviewed all related data to see the influence of Jennie Kim as a brand ambassador on the purchase intention of Chanel products. The formulation of the research problem is: "Is there any influence of K-pop Idol (Jennie) as a brand ambassador on the buying interest of Chanel products?". This study aims to find out and analyze how the influence of K-pop Idol (Jennie) as a brand ambassador on the purchase intention of Chanel products. This research is expected to be a useful source and reference for companies to market their products.

LITERATURE

Brand Ambassador

Rossiter and Percy explain that brand ambassadors are individuals who can represent a company or product that will have a significant impact on the sales of the company's products (Nancy et al., 2020). Lea-Greenwood claims that brand ambassadors are marketing strategies that are generally chosen by a brand to interact and function as a liaison between brands or companies with the community in the hope of increasing sales (Rusli et al., 2020). According to Samosir et al., (2016) brand ambassadors are those who represent a product, brand or company with the ability to present complete information about the product. Through this ability, it is hoped that brand ambassadors can have a positive influence on sales. Meanwhile, according to Royan, trustworthy individuals can function as brand ambassadors (Wijaya & Yohanes, 2022).

According to Rossiter and Percy in Anandyara & Samiono (2022), brand ambassadors have several dimensions, commonly known as VisCAPs. Dimensions that can be used to evaluate an individual as a brand ambassador include:

- a) Visibility, refers to the extent to which the brand ambassador is known by the public.
- b) Credibility, is a dimension needed by a brand ambassador in order to convince and influence consumers
- c) Attraction, is an attraction owned by a brand ambassador. Attractiveness in this case includes the physical attractiveness and personality of a brand ambassador.
- d) Power, namely the extent to which a brand ambassador can influence consumers and become a reference in society.

Purchase Intentions

Before making a purchase decision, consumers assess the information they have obtained, known as the purchase intention stage. According to Kotler and Keller in Hanjani et al. (2019), purchase intention is a form of behavior or action where someone has a desire to buy and choose certain products based on their desires, uses, and experiences.

According to Schiffman and Kanuk in Poernomo (2021), purchase intention is a psychological condition in which a person feels like he wants to have a desired good or service, and encourages him to make a purchase. This arises because of a sense of desire and thought to have a certain product or service. Purchase intention encourages the formation of alternative product choices in the mind of an individual. In order to choose the best, consumers need to have several alternative options to consider. Based on this explanation, it can be concluded that purchase intention is a desire, desire or intention to make a purchase that arises when consumers feel interested in a product or service.

According to Kotler in Afifah & Hendayana (2020), there are 4 (four) indicators that affect purchase intention, namely: 1) exploratory interest, referring to consumer desire to explore in-depth information about a brand or product, 2) preferential interest, referring to consumers' main preferences for a brand or product, 3) tractional interest, referring to consumer desire to buy a product or brand. and 4) referential interest, referring to the consumer's desire to provide brand or product recommendations to others.

METHOD

Quantitative research methods are the methods applied in this study. This method is a way of conducting scientific research based on the philosophy of logical positivism and following strict rules in terms of logic, truth, law and prediction (Purnia, 2020). This study used the Gen Z population as the dominance of K-Pop fans. The sample in this study was 138 people using the Hair formula. The data collection technique is to distribute questionnaires online through Google Forms. The Likert scale was used as a measurement scale for research questionnaires. The Likert scale has 5 (five) levels from most agree to strongly disagree which is denoted by 1 to 5. The data was then analyzed using the Spearman Rank test analysis technique using IBM SPSS software and hypothesis testing was carried out with the T test.

DISCUSSION

Test Validity

Validity tests are useful for seeing and knowing the accuracy of an instrument in carrying out its measurement function, so that it can be known to what extent the data can be trusted and convincing. Pearson's product moment correlation coefficient is the value sought in this test. The validity test was conducted based on questionnaire results from 138 respondents ($Df = 136$), with a table r of 0.167 and a significance level of 5% or 0.05. Based on the calculation results using SPSS software, it was obtained that the brand ambassador variable test instrument was declared valid because r count is greater than r table. In addition, the calculated significance level is less than 0.05. Furthermore, the variable item purchase intention is also considered valid because the calculation is greater than the table, and the significance level of the calculation result is smaller than 0.05.

Reliability Test

Reliability tests were conducted based on Cronbach's Alpha indicator of more than 0.60. If Cronbach's Alpha produced more than 0.60 then the questionnaire is declared reliable. The following is a table of reliability test results with the number of respondents as many as 138 people with the help of SPSS software.

Variable	Cronbach's Alpha	Indicator	Decision
Brand Ambassadors	0.913	0.60	Reliable
Purchase Intentions	0.900	0.60	Reliable

Source: SPSS Data Analysis Results (2023)

After reliability testing with SPSS software, Cronbach's Alpha results for brand ambassadors were obtained at 0.913 and purchase intent at 0.910 so that it can be concluded that the statement items used in the questionnaire are declared reliable, trustworthy and reliable because Cronbach's Alpha value is more than 0.60.

Nonparametric Statistical Analysis

A correlation test with the Spearman Rank method was conducted to analyze Jennie's influence as a brand ambassador on Chanel's product purchase intention. Spearman Rank correlation is a nonparametric statistical test that can be used to compare two variables. The type of data used in this test is ordinal data, or one variable with ordinal data and nominal ratios or others. The Spearman Rank correlation test was conducted using SPSS software. The Spearman Rank correlation test was conducted using the help of SPSS software.

The significance of the influence of variable X on variable Y is seen through the significance value indicator. If the value of Sig. < 0.05, it can be concluded that there is a significant correlation or influence. The value of the correlation coefficient is used to determine the closeness of the influence of variable X to variable Y. With an indicator value of 0.00 – 0.25 which shows a very weak influence, 0.26 – 0.50 indicates a sufficient influence, 0.51 – 0.75 indicates a strong influence, 0.76 – 0.99 indicates a very strong influence and 1.00 indicates a perfect influence.

			Brand Ambassador	Purchase Intention
Spearman's rho	Brand Ambassador	Correlation Coefficient	1.000	.675**
		Sig. (2-tailed)	.	<.001
		N	138	138
	Purchase Intention	Correlation Coefficient	.675**	1.000
		Sig. (2-tailed)	<.001	.
		N	138	138

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 2 Spearman Rank Test Results

From the results of the SPSS software output above, it is known that the significance value is 0.01% and the correlation coefficient value is 0.675. So it can be concluded that there is a correlation or influence between brand ambassador variables on purchase intention. The correlation coefficient value of 0.675 indicates that the brand ambassador (X) has a strong effect on the purchase intention variable (Y).

Hypothesis Testing

Hypothesis testing is done through the Spearman t-test. The t test is performed to test the hypothesis that the independent variable has a correlation to the dependent variable. The decision-making indicator in this test is if the value of t is calculated $\geq t$ table then H_0 is rejected and H_a is accepted. This means that there is a correlation between the independent variable and the dependent variable.

The initial step of hypothesis testing is carried out by drafting a null hypothesis and an alternative hypothesis. With the determination of the hypothesis as follows:

H_0 : There is no influence of K-Pop Idol (Jennie) as a brand ambassador on the purchase intention of Chanel products.

H_a : There is the influence of K-Pop Idol (Jennie) as a brand ambassador on the purchase intention of Chanel products.

This test is carried out to test hypotheses that have been designed through calculations using the formula with., with the following output:

$$t = r_s \frac{N-2}{\sqrt{1-r_s^2}}$$

$$t = 0.675 \sqrt{\frac{138-2}{1-(0.675)^2}}$$

$$t = 0.675 \sqrt{\frac{136}{1-0.455}}$$

$$t = 0.675 \sqrt{\frac{136}{0.545}}$$

$$t = 10.668$$

From the results of testing this hypothesis, a calculated t value of 10,668 was obtained. Therefore H_0 is rejected and H_a hypothesis is accepted because $t_{count} (10.668) \geq t$

table (1.645). It can be concluded that there is an influence between K-Pop Idol (Jennie) as a brand ambassador on the purchase intention of Chanel products.

Spearman Rank correlation is used as a method to find the correlation between the brand ambassador variable (X) and the purchase intention variable (Y). After testing with the Spearman Rank test through SPSS software, a significance value of 0.01% was obtained. This value is smaller than 0.5% so it can be concluded that there is a correlation between brand ambassadors and Chanel product purchase intent. In this study, Jennie Kim as a brand ambassador influences the purchase intention of Chanel products. In addition, a correlation coefficient of 0.675 was obtained. This number indicates that the variable relationship is strong. In addition, the correlation coefficient number is positive so that it can be concluded that the relationship between the two variables is unidirectional, if there is an increase in the brand ambassador variable (X), then an increase will also occur in the purchase intention variable (Y).

In addition to the results of the Spearman Rank test, the results of the questionnaire stated that the brand ambassador dimension consisting of visibility, credibility, attraction and power got a mean of 4.20. The mean of 4.20 is categorized by high criteria. This shows the enthusiasm and positive response of respondents to Jennie Kim as Chanel's brand ambassador. The dimension with the highest value is the attraction dimension with a mean of 4.44. The very high value on the attraction dimension is evidenced by the nickname "Human Chanel" for Jennie, her attractive face and Jennie's taste that is considered perfect in the field of fashion attracts the attention of her fans.

The credibility dimension ranks second with a mean of 4.28. Jennie Kim is considered to have a good image because it rarely happens or appears "gossip" and unpleasant scandals so as to gain the trust of the public and is considered a credible person. The third dimension is the visibility dimension with a mean of 4.22. This extremely high value is evidenced by Jennie Kim who often appears or appears on television shows and prestigious events organized by major brands in the world. The dimension with the fourth order is the power dimension. The power dimension gets a mean of 3.88 and is criterion as a high value. This high value is supported by the fact that Jennie was able to increase sales from Chanel and became the first member of Blackpink to become an ambassador.

The next variable is purchase intention. Purchase intention has indicators of exploratory interest, preferential interest, transactional interest and referential interest. The variable purchase intention has a mean of 4.06. This value is criterion as a high value. The

indicator with the highest value in the purchase intention variable is the transactional interest indicator with a mean of 4.16. This shows that respondents have a high intention to buy Chanel products now and in the future. The second indicator is referential interest. Referential interest gets a mean of 4.11. Then, the third indicator is an exploratory nubar with a mean of 4.10. While the preferential interest indicator is the indicator with the lowest value of 3.88.

From the results of questionnaire data and the Spearman Rank test, it can be concluded that there is a strong influence between variable X, namely brand ambassador, and variable Y, namely purchase intention with a value of 0.675 or 67.5%. Jennie Kim as a brand ambassador has a strong influence of 67.5% on the purchase intention of Gen Z in Indonesia on fashion products, especially Chanel products, the remaining 32.5% is influenced by other variables that were not studied in this study.

The results of this study show the strong influence of Jennie Kim as a brand ambassador on Chanel's product purchase intention, this is in line with research conducted by Afifah & Hendayana (2020) which states that there is a positive and significant influence from K-Pop Idol as a brand ambassador towards online shopping interest through the Tokopedia marketplace, besides that this research is also in line with research conducted by Kumala et al. (2022) which resulted in the conclusion that K-Pop Idol as a brand ambassador has a significant influence on purchasing decisions on the Shopee marketplace. Unlike the research conducted by Larasati et al. (2022), this study resulted in the conclusion that K-Pop Idol as a brand ambassador has an insignificant effect on the purchase decision of Lemonilo Noodle.

CONCLUSION

Based on the results of data analysis and previous discussions about the influence of K-Pop Idol, namely Jennie Kim as a brand ambassador on the purchase intention of Chanel products carried out on 138 respondents, it can be concluded that the results of this study are Jennie Kim as a brand ambassador has a strong influence on the purchase intention of Chanel products on Gen Z in Indonesia. Jennie Kim can influence the purchase intention of Chanel products because Jennie Kim fulfills the dimension as a brand ambassador, namely the VisCAP dimension. Jennie Kim has strong visibility, credibility, attraction and power.

Jennie Kim's very high visibility or fame is very profitable, especially for awareness or awareness from the public which will eventually lead to purchase intention on Chanel products. Jennie Kim's high credibility brings significant benefits, she helps strengthen Chanel's positive image, builds consumer trust in Chanel, and brings long-term positive impact through Jennie's own interactions and influence in maintaining a strong relationship between Chanel and the community which will later affect purchase intention. Furthermore, Jennie Kim's very high attraction provides excellence and convenience in Chanel's promotional efforts.

Jennie Kim succeeded in increasing Chanel's visibility and creating a strong and positive impression in the minds of the public or consumers so that it will affect the purchase intention of Chanel products. Jennie Kim managed to attract the attention of the public with her physical attractiveness and personality. As for Jennie Kim's high power, she is able to influence the purchase intention of Chanel products. Her influence among fans, visual appeal and style, as well as her credibility as a celebrity can create an emotional connection with the Chanel brand itself, strengthen Chanel's image, and encourage consumers to take purchase action.

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