

## The Influence of the Korean Wave and Advertising Tagline on the Purchase Decision of Lemonilo Spicy Korean Daebak Flavor in Malang and Surrounding Areas

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### ABSTRACT

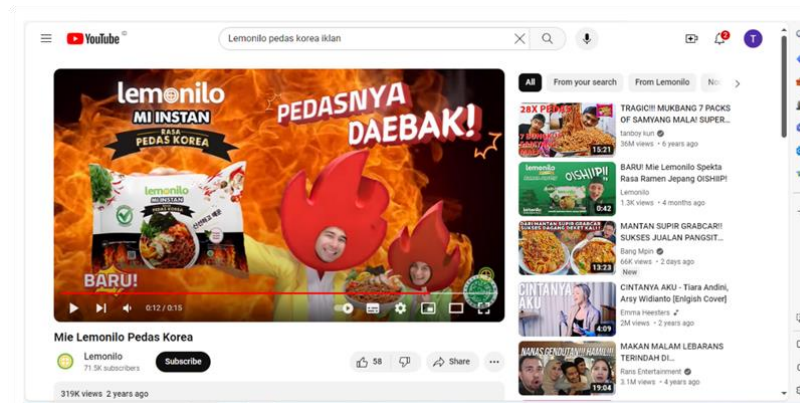
This study aims to analyze the effect of Korean wave, and taglines on purchasing decisions for Korean spicy lemonilo noodles. The Korean wave triggers public interest in buying these products, which has an impact on purchasing decisions. The Korean Spicy Lemonilo Noodle product also uses a Tagline strategy in its product advertisements which has the hastag #PedasnyaDaebak. This study aims to analyze the influence of Korean wave and tagline on purchasing decisions for Lemonilo Spicy Korean Taste Spicy Daebak in Malang and its surroundings. The research was conducted on respondents who had bought and consumed Korean spicy lemonilo noodles as many as 272 respondents. This study uses primary data and data collection is done by survey via Google Form. The type of research used is quantitative and explanatory research methods. The results of this study indicate that Korean Wave and Tagline have a simultaneous positive influence on purchasing decisions for Korean Spicy Lemonilo in Malang and surrounding areas.

## INTRODUCTION

Over the past twenty years, South Korean culture has experienced a rapid growth to a global level. This phenomenon known as the "Korean Wave" or Hallyu has become widely accepted by people from various backgrounds, including in Indonesia, and has had a significant impact especially on the millennial generation. This is due to the huge development of information technology due to globalization. The effects of Hallyu have been felt in Indonesia for almost a decade, ranging from dramas, pop music, cosmetics, and now it has penetrated into the food industry. Indonesia has even become a major market for South Korea, ranking 4th in interest in the Korean Wave based on research by the Korean Foundation for International Cultural Exchange (KOFICE) in Isti, S.N.A., (2023).

The marketing strategies of various large companies in Indonesia not only involve the attractiveness of their products or services to the target market, but also use memorable taglines in every promotion. One of the uses of taglines is to increase sales conversions and make it easier for the target market to remember the product. Taglines are an important component of business identity and are often used in campaigns or advertisements to promote the business.

Inspired by the great interest of Indonesians in the Hallyu phenomenon, Lemonilo as a brand of healthy consumer products comes to meet these needs and interests by presenting Lemonilo Noodles in Korean Spicy flavor. Lemonilo Pedas Korea Noodles shows an extraordinary level of spiciness, introduced with the tagline #PedasDaebak to show its superiority. Customers who wish to purchase it can easily do so at their nearest supermarket or through Lemonilo's web.



**Figure 1. Lemonilo Spicy Korean Ad**

Source: Lemonilo YouTube (2024)

According to Elitasari & Shafariah (2022), Korean Wave has had a significant impact on consumer choices when buying products. This finding is in accordance with the results of previous researchers who showed that Korean Wave has a significant influence on purchasing decisions.

According to Venzha & Maulina (2022), Taglines function to convey messages to consumers so that consumers can remember the tagline and become more aware of the brand. By only knowing the tagline, people

remember more, this shows that there is a positive and significant influence between taglines on purchasing decisions.

There are still few previous studies that have the motive to explore the impact of Korean wave and tagline together on purchasing decisions, especially on Korean Spicy Lemonilo products. Typically, previous studies tend to focus on the influence of each factor separately, without considering the potential interaction between the two in influencing consumer purchasing decisions. Therefore, further research can fill this gap by looking at how Korean wave and taglines can influence and interact with each other, and their impact on customers' choice to purchase Korean Spicy Lemonilo products.

## **LITERATURE REVIEW**

### ***Tagline***

According to Firmansyah (2021), Taglines are often used in various types of advertisements, either in visual, audio, or a combination of both which are often paired with logos. Taglines or slogans aim to make it easier for consumers to remember the ad. Effective taglines increase trust. This is in accordance with the purpose of advertising, making customers better recognize or understand the advertised product (Putra, 2022). According to Firmansyah (2021), the success of a tagline in fulfilling its purpose can be assessed through three main indicators, namely Familiarity, Differential, Message of Value.

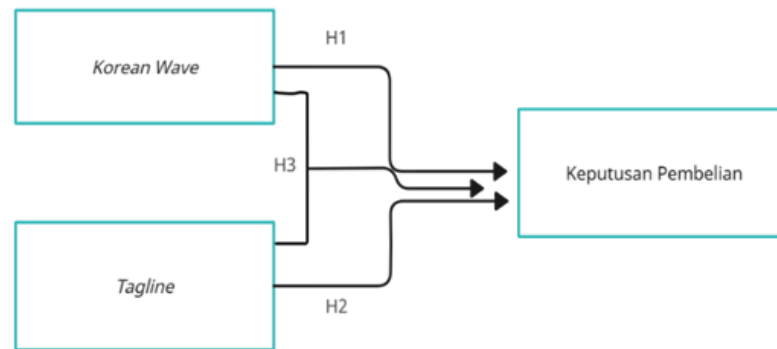
### ***Korean Wave***

According to Valenciana & Pudjibudojo (2022), Hallyu (한류)/Korean Wave which refers to the expansion of Korean Pop culture in the world, including in Indonesia, has created a huge impact. The rising popularity of K-Pop and K-Drama has attracted many people's interest in the South Korean entertainment industry. The influence of the Korean Wave in Indonesia involves the popularity of music, fashion, cosmetics, food, movies, dramas and technology from Korea. Indonesians show great interest in South Korean culture, especially products that are often used by Korean celebrities. According to Astari (2020), indicators of the Korean Wave include Role Model, Expression of Idolization which is divided into two sub-categories, namely imitation, knowledge and consumerism.

### ***Purchase Decision***

According to Adinda & Pratisti (2022), purchasing decisions are aspects of consumer behavior that include the process of selecting or using certain products or services. This involves the steps taken by consumers when buying or using a particular product or service. According to Risma (2021), describes the basis of customer decision making as a way of combining understanding to assess 2 (two) to more alternative behaviors and then make a decision that is cognitively communicated as a desire to act. According to Adinda & Pratisti (2022), it explains that indicators that are able to measure purchasing decisions include Product Choice, Brand Choice, Dealer Choice, Purchase Timing, Purchase Quantity, and Payment Method.

### Research Model



**Figure 4. Analysis Model**

Source: Processed by the author (2024)

### Research Hypothesis

Based on the framework described above, the hypothesis that will be proven in this study is the effect of Korean wave, and Tagline on purchasing decisions for Korean spicy lemonilo noodles. This hypothesis is adapted from research conducted by Elitasari & Shafariah (2022), Rachman & Ramayani (2020), Osak & Yusepaldo (2020), Rizal (2022), and Agustina (2023).

H1: Korean wave has a significant positive influence on purchasing decisions.

H2: Taglines have a significant positive influence on purchasing decisions.

H3: Korean Wave and Tagline have a simultaneous influence on purchasing decisions.

## METHODOLOGY

### Type of Research

The author uses a quantitative approach in this study because it relates to numerical data that will be analyzed using statistical techniques. According to Sulaeman (2023), quantitative research methods are used to investigate research objects in a natural context. This study aims to explore the relationship between Korean Wave, Tagline, and Purchase Decision. Therefore, this research can be classified as explanatory research.

### Measurement of Variable

This study uses two variables, namely the dependent variable and the independent variable. The independent variables used in this study are Korean Wave (X1), and Tagline (X2). Meanwhile, the dependent variable used in this study, namely Purchasing Decisions (Y).

### Sampling Technique

The population used in this study are people in Malang City and its surroundings who have bought and consumed Korean spicy lemonilo noodles. This study uses a non-probability sampling method by applying purposive sampling techniques. The consideration that forms the basis for sampling is the

people in Malang and its surroundings who have tried Korean spicy lemonilo noodles. To determine the minimum sample size required, researchers used the Isaac and Michael table. Based on the Isaac and Michael table, the number of samples with an infinite population with an error rate of 10% is 272 respondents.

### *Types, Sources, and Data Collection Techniques*

This research uses quantitative data obtained by collecting primary data directly from the source without going through intermediaries. Primary data includes responses and identity information obtained directly from respondents. In this study, the data collection technique used was a questionnaire. The questionnaire tool used is a Google Form questionnaire which will be distributed to consumers who have bought and consumed Korean spicy lemonilo noodles.

Researchers used the Likert Scale as a tool to measure the variables studied. The Likert scale is a research method used to measure respondents' attitudes and opinions. In using the Likert Scale, respondents are asked to rate their level of agreement with a series of questions in a questionnaire. Researchers have made this research variable specific and written in the form of questions or statements. Strongly Agree (SS) with a weight of 4, Agree (S) with a weight of 3, Disagree (TS) with a weight of 2, and Strongly Disagree (STS) with a weight of 1 are the four scale options in the Likert scale that indicate the level of agreement in this study.

### *Data Analysis Method and Data Quality Test*

The data analysis method used in this research is to use SPSS software version 16.0. The data analysis process includes: validity test, reliability test, classical assumption test, multiple linear regression, R<sup>2</sup> test, T test, F test, by applying multiple linear regression analysis techniques.

To determine the extent to which the research instrument can be trusted, it is necessary to test the validity and reliability so that the research can proceed.

- a. Validity Test
- b. Reliability Test

### *Classical Assumption Test*

The classic assumption test in this study consists of normality test, autocorrelation test, multicollinearity test, and heteroscedasticity test.

## **RESEARCH RESULT**

### *Respondent Characteristics*

This research was conducted by distributing questionnaires via Google Form online through the researcher's Instagram, Twitter, and WhatsApp social media. The objects used in this study are people who have bought and consumed Korean spicy lemonilo noodles. From the results of distributing

questionnaires, this study took a total data of 272 respondents who met the criteria in this study.

Respondents to this research questionnaire with male gender were 102 respondents with a percentage of 37.5%. Meanwhile, respondents with female gender in this study were 170 respondents with a total percentage of 62.5%. Based on this data, it can be seen that the majority of respondents in this study are women.

Respondents to the research questionnaire were dominated by respondents aged 16-25 years as many as 194 respondents with a total percentage of 71.3%. This is in accordance with the target market for instant lemonilo noodles with Korean spicy flavors, which targets young consumers in Indonesia who like spicy food. The high consumption of instant noodles among young people aged 16-25 years is caused by various factors, including practicality, economy, taste preferences, accessibility, and cultural influences.

Based on occupation, respondents to the research questionnaire were dominated by students or college students, namely 178 respondents with a total percentage of 65.4%. In accordance with the target market of Korean spicy flavored lemonilo, which is more targeted at the younger generation because this age group tends to be more open to trying new foods such as Korean spicy noodles. They are also more often exposed to culinary trends through social media and digital advertising.

Respondents to the research questionnaire were dominated by respondents who had an income / pocket money of IDR 1,000,000 - 5,000,000 amounting to 51.1% or 139 respondents. lemonilo noodles are most in demand by respondents with an income level of IDR 1,000,000 - 5,000,000 who are mostly the younger generation, namely students. This is because the price of Korean spicy Lemonilo noodles is quite affordable and has an attractive taste, besides that the student group tends to still like instant food.

Respondents to the research questionnaire were dominated by respondents who had a purchase duration of 2-5 times amounting to 51.5% or 140 respondents. The majority of respondents have bought 2-5 times Korean spicy lemonilo noodle products within a month because even though this product has a healthy noodle claim, consumers are still aware that consuming instant noodles excessively can have a negative impact on long-term health.

### *Descriptive Analysis*

Descriptive analysis in this study utilizes a scale range to measure or evaluate the variables studied. In this study, the scale range used is 4 for the largest score and 1 for the smallest score.

Descriptive analysis of the Korean wave variable can be seen in the following table:

**Table 12. Frequency Distribution in Korean Wave Variables**

Indicators	Items	SA		A		D		SD		Average		Total Average
		F	%	F	%	F	%	F	%	Total	%	
X1.1 (Role)	X1.1.1	56	20.6	141	51.8	57	21.0	18	6.6	272	100	2,86

Model)												
X1.2 (Knowledge & Consumerism)	X1.3.1	166	61.0	92	33.8	10	3.7	4	1.5	272	100	3,54
X1.3 (Imitation)	X1.2.1	241	88.6	25	9.2	5	1.8	1	0.4	272	100	<b>3,87</b>
X1.4 (Knowledge & Consumerism)	X1.3.2	100	36.8	156	57.4	15	5.5	1	0.4	272	100	3,30
MEAN												3,39

Source: Data processed by the author (2024)

According to Table 12, the results of descriptive analysis of the Korean wave variable (X1) show that the highest value is 3.87% which is in X1.3 (Korean celebrities influence the lifestyle of Indonesians so that Korean food is in great demand). Meanwhile, variable X1.1 (K-Pop affects the spicy Korean flavor of lemonilo noodles) has the lowest value of 2.86%. The average answer to the Korean wave variable as a whole is 3.39 and is in the good category. This means that the Korean wave is able to attract consumer attention to Korean spicy flavored lemonilo noodle products through imitation by buying and enjoying food from their idol country, namely South Korea, where spicy noodles are one of the country's specialties.

Descriptive analysis of tagline variables can be seen through the following table:

**Table 13: Frequency Distribution on Tagline Variables**

Indicators	Items	SA		A		D		SD		Average		Total average
		F	%	F	%	F	%	F	%	Total	%	
X2.1 (Familiarity)	X2.1.1	158	58.1	107	39.3	6	2.2	1	0.4	272	100	3,56
	X2.1.2	194	71.3	69	25.4	7	2.6	2	0.7	272	100	3,67
X2.2 (Differential)	X2.2.1	99	36.4	167	61.4	4	1.5	2	0.7	272	100	3,33
X2.3 (Message of Value)	X2.3.1	115	42.3	151	55.5	5	1.8	1	0.4	272	100	<b>3,98</b>
MEAN												3,63

Source: Data processed by the author (2024)

As the results of Table 13, the results of the descriptive analysis of the Tagline variable (X2) show that the highest value is 3.98% which is in X2.4 (The #PedasnyaDaebak tagline conveyed by Korean Spicy Lemonilo Noodles has Korean characteristics that can attract the attention of the audience as potential product buyers). Meanwhile, variable X2.3 (Tagline #PedasnyaDaebak is different from other alternative product taglines because no one uses the same tagline) has the lowest value of 3.33%. The average answer to the Tagline variable as a whole is 3.63%, which means that this variable is in a very good category.

Descriptive analysis of purchasing decision variables can be seen through the following table:

**Table 14. Frequency Distribution on Purchasing Decision Variables**

Indicators	SA		A		D		SD		Average		Total Average
	F	%	F	%	F	%	F	%	Total	%	
Y.1 (Product Choice)	103	37.9	152	55.9	12	4.4	5	1.8	272	100	3,39
Y.2 (Brand Choice)	37	13.6	158	58.1	68	25.0	9	3.3	272	100	2,81
Y.3 (Dealer Choice)	213	78.3	49	18.0	7	2.6	3	1.1	272	100	3,73
Y.4 (Purchase Timing)	186	68.4	74	27.2	10	3.7	2	0.7	272	100	3,63
Y.5 (Purchase Quantity)	57	21.0	116	42.6	63	23.2	36	13.2	272	100	2,71
Y.6 (Payment Methods)	216	79.4	47	17.3	4	1.5	5	1.8	272	100	<b>3,74</b>
MEAN											3,33

Source: Data processed by the author (2024)

Based on the results of table 14, the results of descriptive analysis of the Purchase Decision variable (Y) show that the highest value is 3.74% which is found in Y.6 (I buy Korean Spicy Lemonilo Noodles because I can pay using any payment method). Meanwhile, variable Y.5 (I always buy Korean Spicy Lemonilo Noodles more than one pack) has the lowest value of 2.71%. The average answer to the overall purchasing decision variable is 3.33%, which means that this variable is in the good category.

**Data Quality Test**

The purpose of this test is to test the validity of each question in the questionnaire that has been made. A question is considered valid if the correlation value (R count) of the question is greater than 0.119. The following table presents the results of the validity test for each question item on the questionnaire for the Korean wave (X1), tagline (X2), and purchase decision (Y) variables in this study:

**Table 15. Validity Test**

Variables	Items	R Count	R Table	Description
Korean wave	X1.1	0,732	0,119	Valid
	X1.2	0,689	0,119	Valid
	X1.3	0,577	0,119	Valid
	X1.4	0,532	0,119	Valid
Tagline	X2.1	0,816	0,119	Valid
	X2.2	0,799	0,119	Valid

	X2.3	0,700	0,119	Valid
	X2.4	0,631	0,119	Valid
Purchase Decision	Y.1	0,666	0,119	Valid
	Y.2	0,555	0,119	Valid
	Y.3	0,751	0,119	Valid
	Y.4	0,712	0,119	Valid
	Y.5	0,648	0,119	Valid
	Y.6	0,675	0,119	Valid

Source: Data processed by the author (2024)

Based on the question, it is considered valid if the R value is calculated  $> 0.119$  (R Table). Because all R values count  $> 0.119$  (R Table), it can be concluded that all questions from each variable, namely Korean Wave, Tagline, and Purchasing Decisions are valid.

If want to evaluate the reliability of the questionnaire, researchers can use the Cronbach Alpha ( $\alpha$ ) statistical test. This method is used to assess how consistent the questionnaire is as an indicator of the construct or variable being measured. Below is a table of the results of the reliability test for several statements that are declared valid:

**Table 16: Reliability of Korean Wave (X1)**

<i>Cronbach's Alpha</i>	<i>N of Items</i>
.741	5

Source: Data processed by the author (2024)

In table 16, the reliability of Korean Wave (X1) shows a Cronbach's alpha value of 0.741. Therefore, it can be concluded that the data for this variable is reliable.

**Table 17. Tagline Reliability (X2)**

<i>Cronbach's Alpha</i>	<i>N of Items</i>
.794	5

Source: Data processed by the author (2024)

In table 17, the reliability of Tagline (X2) shows a Cronbach's alpha value of 0.794. Therefore, it can be concluded that the data for this variable is reliable.

**Table 18. Reliability of Purchasing Decisions (Y)**

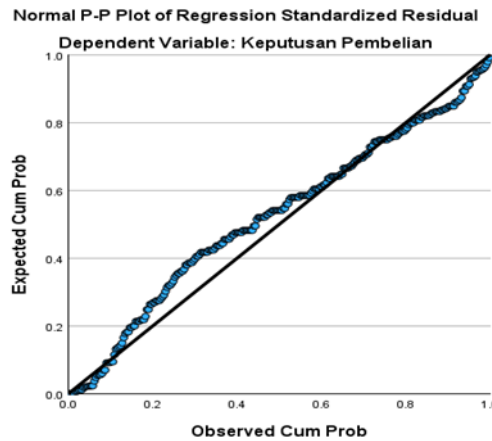
<i>Cronbach's Alpha</i>	<i>N of Items</i>
.727	6

Source: Data processed by the author (2024)

In table 18, the reliability of the Purchase Decision (Y) shows a Cronbach's alpha value of 0.727. So it can be concluded that the data for this variable is reliable.

**Classical Assumption Test**

Normality testing aims to assess whether the distribution of dependent variables and independent variables in the regression model is normally distributed. then the normality test is carried out using the normal p-p plot of regression standarized residuals. The following are the results of the normality test using the normal p-p plot of regression standarized residuals:



**Figure 5. Normal P. P Plot of Regression Standardized Residuals**

Source: Data processed by the author (2024)

Based on the results of the normality test in the table above, the data results with the Normality P-P Plot show that the residuals spread normally, known from the points still on the diagonal line and only slightly off the diagonal line.

The autocorrelation test is used to determine the existence of a relationship between residual errors in period t and residual errors in the previous period in a linear regression model. The following are the results of the autocorrelation test:

**Table 19. Durbin Watson Autocorrelation Test Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.390 <sup>a</sup>	.152	.146	2.45542	1.699

a.Predictors: (Constant), Tagline, Korean Wave

b.Dependent Variable: Purchase Decision

Source: Data processed by the author (2024)

Based on Table 19, it is known that the Durbin Watson value is 1.699. This value will be compared with the value in the Durbin Watson table with a significance of 5%. In this study, the number of independent variables is 2, namely Korean wave (X1), and Tagline (X2), so  $K' = 2$ . The amount of data in this study is 272, so  $n = 272$ . So that in the Durbin Watson table, the  $dL$  value = 1.778 ( $4 - dL = 2.222$ ) and the  $dU$  value = 1.823 ( $4 - dU = 2.177$ ) are obtained. From these calculations it can be seen that the Durbin Watson value is  $0 < 1.699 < 1.778$ . Based on the Durbin Watson provisions, this test meets the conditions where  $0 < d < dL$ , so it can be concluded that there is no positive autocorrelation.

To test for multicollinearity, the Variance Inflation Factor (VIF) value is considered. If the VIF value exceeds 10, there is a tendency of multicollinearity in the independent variable. The following are the results of the multicollinearity test:

**Table 20. Multicollinearity Test**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error				Beta	Tolerance
1	(Constant)	9.453	1.517		6.230	<,001		
	Korean Wave	.361	.103	.217	3.507	<,001	.826	1.211
	Tagline	.401	.100	.246	3.990	<,001	.826	1.211

a. Dependent Variable: Purchase Decisions

Source: Data processed by the author (2024)

From table 20, it can be seen that the VIF value for the Korean Wave variable (X1) is 1.211. so the Korean Wave variable (X1) is free from multicollinearity problems. For the Tagline variable (X2), the variance inflation factor (VIF) value is also 1.211, so it is concluded that the Tagline variable (X2) is also free from multicollinearity problems.

The heteroscedasticity test uses the Glejser test, comparing the significance coefficient value against the 5% significance level. If the significant coefficient is greater than 5%, there is no heteroscedasticity. If it is smaller, there is heteroscedasticity.

**Table 21. Heteroscedasticity Test of Korean Wave Variables**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.749	.870		6.611	<,001		

	Korean Wave	-.289	.064	-.267	-4.544	<.001	1.000	1.000
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a. Dependent Variable: Purchase Decision

Source: Data processed by the author (2024)

Table 21, shows the Glejser Significance value of the Korean Wave variable (X1) is <0.001, which is smaller than 0.05. Therefore, heteroscedasticity occurs in this variable.

**Table 22. Tagline Variable Heteroscedasticity Test**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.503	.878		6.269	<.001		
	Tagline	-.264	.062	-.249	-4.219	<.001	1.000	1.000

a. Dependent Variable: Purchase Decision

Source: Data processed by the author (2024)

The significance results of the Glesjer test, show that the value for the Tagline variable (X2) is <0.001, smaller than 0.05. Therefore, heteroscedasticity occurs in this variable.

**Table 23: Heteroscedasticity Test of Korean Wave and Tagline Variables**

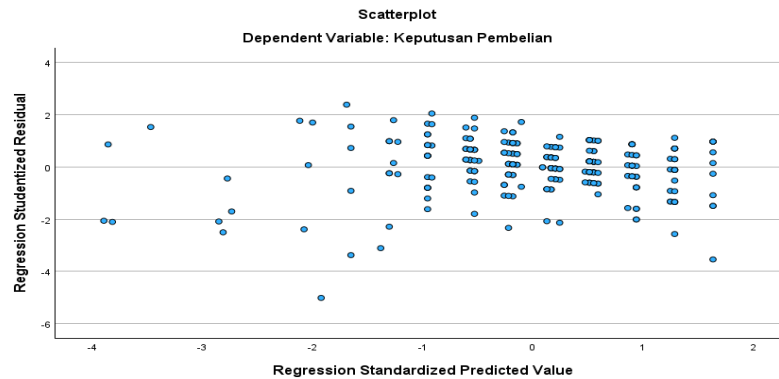
Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.189	1.022		7.031	<.001
	Korean Wave	-.214	.069	-.197	-3.086	.002
	Tagline	-.176	.068	-.166	-2.607	.010

a. Dependent Variabel: ABS\_RES

Source: Data processed by the author (2024)

The significance results of the Glesjer test, show that the value for the Korean Wave variable (X1) is 0.002 less than 0.05, and the tagline variable (X2) is 0.010 > 0.05. Therefore, there is no heteroscedasticity in the Korean wave variable (X1), while there is heteroscedasticity in the tagline variable (X2).

**Figure 7. Heteroscedasticity Scatterplot**



Source: Data processed by the author (2024)

It can be seen from the test that the display on the scatterplot is scattered indefinitely and does not form a certain pattern so that heteroscedasticity does not occur. Therefore, this result has a uniform (homogeneous) variation or does not have heteroscedasticity.

**Multiple Linear Regression Analysis**

This regression analysis has the aim of measuring the impact of the independent variables, namely Korean wave (X1) and tagline (X2), on the dependent variable, namely purchasing decisions (Y).

**Table 24. Multiple Linear Regression Test**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standard ized Coefficie nts	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Consta nt)	9.453	1.517		6.230	<,001		
	Korean Wave	.361	.103	.217	3.507	<,001	.826	1.211
	Tagline	.401	.100	.246	3.990	<,001	.826	1.211
a. Dependent Variable: Purchase Decision								

Source: Data processed by the author (2024)

Based on the results of the Multiple Linear test, the value of B is obtained so that the regression equation obtained is:

$$Y = a + b1.X1 + b2.X2 + e$$

$$Y = 9.453 + 0.361X_1 + 0.401X_2$$

Referring to the regression equation, it can be concluded:

1. The value of a of 9.453 is constant when the Purchasing Decision variable has not been influenced by the Korean Wave Variable (X1) and the Tagline Variable (X2).
2. The Korean Wave variable (X1) has a positive effect on the Purchasing Decision Variable (Y) of 0.361. With this, it is assumed that every 1 (one) unit increase in the Korean Wave variable will correspond to an increase in the Purchasing Decision variable of 0.361, ignoring the influence of other variables not examined in this study.
3. The Tagline variable (X2) has a positive impact on the Purchasing Decision Variable (Y) of 0.401. With this, it is assumed that every increase of 1 (one) unit in the Tagline variable will correspond to an increase in the Purchasing Decision variable of 0.401, ignoring the influence of other variables not examined in this study.

### R-Square Test

The coefficient of determination test is used to assess the effect of trust, risk perception, and transaction convenience partially on purchasing decisions. The following are the results of the Coefficient of Determination (R<sup>2</sup>) test:

**Table 25. R Test**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.390 <sup>a</sup>	.152	.146	2.45542	1.699
a. Predictors: (Constant), Tagline, Korean Wave					
b. Dependent Variable: Purchase Decision					

Source: Data processed by the author (2024)

The independent variables investigated were able to explain 14.6% (R Square: 0.146) of the variation in the dependent variable. This value shows that the regression model built with the independent variables Korean wave (X1) and Tagline (X2) can only explain 14.6% of the total variability in Purchasing Decision (Y). The remaining 85.4% of the variability is not explained by the research model and is caused by other variables that are not included in the research model.

### F Test

The F test is carried out with the aim of knowing if all independent variables affect the dependent variable simultaneously. Some of these variables have a significant influence on each other if the calculated F value is greater than the F table or the probability is less than  $\alpha$ . The F table value is decided by using the formula  $df_1 = k - 1$  ( $3 - 1 = 2$ ) and  $df_2 = n - k$  ( $272 - 3 = 269$ ), so that the F table value is 3.029. The following are the results of the F test:

**Table 26. F Test**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	291.229	2	145.615	24.152	<,001 <sup>b</sup>
	Residual	1621.830	269	6.029	3,029	
	Total	1913.059	271		62.513	
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Tagline, Korean Wave						

Source: Data processed by the author (2024)

From Table 26, the calculated F value is 24.152. Meanwhile, the F table with a significance level of  $\alpha = 0.05$  and df regression = 2 and df residual = 269 is 3.029. In relation to F count > F table, namely  $62.513 > 3.029$  or sig F value  $(0.001) < \alpha = 0.05$ . It can be interpreted that purchasing decisions are significantly influenced by the regression analysis model. This shows that the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. Therefore, the dependent variable, namely purchasing decisions (Y), is significantly influenced by both independent variables, Korean wave (X1) and tagline (X2).

### T Test

The T test, or partial hypothesis test, is used to calculate the effect of the independent variable on the dependent variable as a whole. To determine or decide on the t table value, the formula  $df = n - k - 1$  ( $272 - 2 - 1 = 269$ ) is used, so the t table value for  $df = 272$  is 1.650. The following table presents the results of the T test:

**Table 27. T-test results**

Variable	T Value Calculated	Sig.
Korean Wave	3,507	0,001
Tagline	3,990	0,001

Source: Data processed by the author (2024)

Based on the data that has been presented, the results are as follows:

a. In the Korean wave variable, t count has a value of  $3.507 > 1.650$  with a significance value of  $0.001 < 0.05$ . From this, it shows that the Korean wave variable has a significant influence on purchasing decisions. Thus, it can be concluded that  $h_0$  is rejected while the first hypothesis (H1) is accepted, namely Korean wave (X1) has a positive effect on purchasing decisions (Y) on Korean Spicy Lemonilo Noodle products in Malang and its surroundings.

b. In the Tagline variable, t count has a value of  $3.990 > 1.650$  with a significance value of  $0.001 < 0.05$ . From this, it shows that the Tagline variable has a significant influence on purchasing decisions. Thus, the conclusion that can be

drawn is that  $H_0$  is rejected while the second hypothesis ( $H_2$ ) is accepted, namely Tagline ( $X_2$ ) has a positive influence on purchasing decisions ( $Y$ ) on Korean Spicy Lemonilo Noodle products in Malang and its surroundings.

## DISCUSSION

The validity and reliability tests of the research instruments showed good results. The validity test shows a significance value greater than  $r$  table, indicating that all variable items are valid. The reliability test using Cronbach's alpha shows a value above 0.6, indicating that all variables are reliable.

The classical assumption test includes tests of normality, autocorrelation, multicollinearity, and heteroscedasticity. The normality test with the normal p-p plot of regression standardized residuals shows that the residuals spread normally, known from the points still on the diagonal line and only slightly off the diagonal line, indicating that the data is normally distributed. The multicollinearity test shows that the tolerance value of each variable is greater than 0.1 and VIF is less than 10, so there is no multicollinearity problem. The Glejser test shows a significance value of 0.002 for the Korean wave variable ( $X_1$ ) and 0.010 for the tagline variable ( $X_2$ ), indicating that  $X_1$  does not show heteroscedasticity, while  $X_2$  shows heteroscedasticity.

### *The Effect of Korean Wave ( $X_1$ ) on Purchasing Decisions*

The results of the analysis using multiple regression methods, it can be concluded that Korean Wave has a significant influence on purchasing decisions. This is evidenced by the tests that have been carried out using multiple linear regression analysis and the t test which shows the results of a positive and significant influence between the Korean wave variable on purchasing decisions with a coefficient value of 0.826 and a Sig value. = 0.001  $< 0.05$  and the value of  $f_{62.513} > f_{table} 3.029$ .

This study shows that Korean wave has a positive effect on consumer purchasing decisions in Malang. K-Pop fans want to emulate the lifestyle of Korean celebrities, including consuming Korean spicy noodles to feel closer to the culture. Korean spicy Lemonilo noodles offer the authentic taste that Korean Wave-influenced consumers are looking for, which they often see in K-dramas or K-pop shows. The indicators used are:

- $X_{1.1}$ : K-Pop influences the Korean spicy flavor of Lemonilo noodles (role model)
- $X_{1.2}$ : Korean spicy Lemonilo noodles have an authentic South Korean design (knowledge and consumerism)
- $X_{1.3}$ : Korean celebrities influence the lifestyle of Indonesians, so Korean food is in demand (imitation)
- $X_{1.4}$ : K-Pop Fans help promote Korean Spicy Lemonilo Noodles (knowledge and consumerism)

Descriptive analysis of the Korean wave variable ( $X_1$ ) shows the highest value of 3.87 at  $X_{1.3}$  and the lowest value of 2.86 at  $X_{1.1}$ .

### *The Effect of Tagline ( $X_2$ ) on Purchasing Decisions*

Based on the results of multiple linear regression analysis and t test conducted, it shows that taglines have a positive and significant impact on

purchasing decisions with a coefficient value of 0.826 with a Sig value. = 0.001 <0.05 and the value of  $f_{62.513} > f_{table 3.029}$ .

This research shows that taglines can influence consumer purchasing decisions in Malang. The tagline "SpicyDaebak" attracts consumers who are interested in the unique and authentic taste of Korean cuisine. "Daebak" means extraordinary, describing the extraordinary spicy taste of Lemonilo noodles, attracting the attention of people who like Korean spicy noodles. If not managed well, this could affect purchasing decisions. The indicators used are:

- X2.1: The tagline #PedasnyaDaebak is easy to recognize (familiarity)
- X2.2: The tagline #PedasnyaDaebak is easy to remember (familiarity)
- X2.3: The tagline #PedasnyaDaebak is different from other products (differentiation)
- X2.4: The tagline #PedasnyaDaebak has an interesting Korean characteristic (message of value)

Descriptive analysis shows the highest score of 3.98 on X2.4 and the lowest score of 3.33 on X2.3.

### *The Effect of Korean Wave and Tagline Simultaneously on Purchasing Decisions*

The F test is used to test the research hypothesis which indicates the existence of a significant influence between Korean wave (X1) and tagline (X2) on purchasing decisions (Y) simultaneously. The test results show a significant value, as evidenced by the tests carried out using multiple linear regression analysis and the t test which shows the results of a positive and significant influence between the tagline variable on purchasing decisions with a coefficient value of 0.826 with a Sig value. = 0.001 <0.05 and the value of  $f_{62.513} > f_{table 3.029}$ . So, the results show that both Korean wave and tagline have a simultaneous influence on consumer purchasing decisions in Malang City and its surroundings.

## **CONCLUSIONS AND RECOMMENDATIONS**

This study aims to determine whether people living in Malang and its surrounding areas consider buying Lemonilo Spicy Korean Flavor products due to the influence of Korean wave and tagline. As a result of the problem formulation, hypothesis testing, and the results of the research conducted, several conclusions can be drawn:

1. The results of the study indicate that the Korean wave indicator on Lemonilo Korean Spicy Flavor has a positive and significant influence on purchasing decisions. This means that Korean waves can help companies to promote products so that they can provide an increase in consumer decisions to make purchases at Lemonilo Spicy Korean Flavors in Malang and surrounding areas.
2. The results of the study show that the tagline "Spicy Daebak" contained in Lemonilo Korean Spicy Flavor has a positive and significant influence on purchasing decisions for consumers in Malang and

surrounding areas. It can be concluded that using taglines in advertising can increase consumer familiarity with Lemonilo Korean Spicy Flavor.

3. The results of the study show that Korean wave and tagline have a concurrent positive influence on purchasing decisions for Lemonilo Korean Spicy Flavor in Malang and surrounding areas.

For future research, it is hoped that it will be able to involve more research subjects in order to obtain more accurate results. This study only involves two independent variables and one dependent variable. Therefore, it is recommended that future research expand the scope by adding other variables that have not been examined in this study.

For companies, this research is expected to be able to be a concern for lemonilo companies, especially for Korean spicy lemonilo products in formulating future development strategies, so that these strategies can have a positive impact on achieving company goals. Korean wave is well known by consumers, which in turn can encourage consumers to make purchasing decisions. However, Lemonilo is expected to improve the strategy contained in the indicators on the product in order to create familiarity among consumers.

## FUTURE STUDY

The sample, which was only taken from consumers in Malang city and its surroundings, is a limitation of this study. Therefore, future research can be expanded to a more national scope. In addition, there are many additional factors that influence purchasing decisions that cannot be discussed in this study, because the authors chose variables based on previous studies that were used as references.

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