



The impact of behavioral participation as a mediator for emotional involvement on viewers of K-Dramas' propensity to buy celebrity-related goods in Indonesia

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ABSTRACT

The purpose of this study is to analyze the effect of emotional and behavioral involvement on the purchase intention of celebrity-related products for K-Drama viewers in Indonesia. The population in this study were K-Drama viewers who had watched K-Drama at least 10 times and had never purchased celebrity-related products. There were 250 respondents who were sampled in this study. Data collection was carried out by sending questionnaires via Google Forms online. Data processing was carried out with Structural Equation Modeling (SEM) using IBM SPSS AMOS 24 software. This study shows that (1) emotional involvement has a positive and significant effect on behavioral involvement. (2) Emotional involvement has no positive and significant effect on the intention to purchase celebrity-related products. (3) Behavioral involvement has a positive and significant effect on the intention to purchase celebrity-related products. (4) Behavioral involvement mediates the relationship between emotional involvement and the intention to purchase celebrity-related products.

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INTRODUCTION

After the World Cup in South Korea and Japan in 2002, Korean pop culture began to develop exclusively in Indonesia. The moment that appeared on Indonesian television was then utilized to introduce the South Korean drama series, also known as K-Drama. Trans TV is the first television channel to broadcast a K-Drama entitled *Mother's Sea*. Then followed by Indosiar by broadcasting *Endless Love* in the same year (TabloidBintang, 2013). Korean drama or K-Drama is a television drama from South Korea in the form of a mini-series and of course in Korean language. K-Drama itself is presented in various genres and is played by many celebrities. The development of K-Drama in Indonesia received a positive response from the public.

In 2011 until now, Indonesian private TV stations have broadcast more than 50 Korean drama titles (DPS, 2011). The drama *Endless Love*, starring by Song Hye-Kyo and Won Bin, won a 10 percent rating aired by Indosiar television based on the AGB Nielsen Indonesia survey on Kompas Online on July 14, 2003. This proves that series from the country of ginseng gets good attention in Indonesia (Nugroho, 2010). A survey conducted by Tribun News (2021) on 16th until 18th April 2020 proved that there was a rapid increase in K-Drama viewers in Indonesia, there were 842 out of 924 people who had

watched K-Drama and 73 of them were new viewers who are watching K-Drama for the first time. K-Drama (TribunNews, 2021). This proves that K-Drama is getting more and more popular over time.

According to TheJoongAng (2021) that Indonesia is ranked fourth as a country importing K-Pop physical albums and original drama soundtrack albums in 2021. Ktown4u is a website that sells products related to Korea such as albums, magazines, and summarizes sales of original merchandise, soundtrack albums, which generated revenue of 480.6 million won equivalent to IDR 5.7 billion in 2021 (Antara, 2022).

Table 1. Original Soundtrack Album Sales Data in the World

Product	2019	2020	2021
OST Albums	2.624 copies	8.784 copies	28.939 copies

Source: Ktown4U, 2022

Quoted from TheJoongAng (2021) that Indonesia is ranked fourth as a country importing K-Pop physical albums and original drama soundtrack albums in 2021. Ktown4u is a website that sells products related to Korea such as albums, magazines, and summarizes sales of original merchandise, soundtrack albums, which generated revenue of 480.6 million won equivalent to IDR 5.7 billion in 2021 (Antara, 2022). In addition to original soundtrack albums, magazines featuring actors who play roles in a drama have also experienced an increase in revenue reaching 4.06 billion won, equivalent to IDR 48.7 billion in 2021. One of the sellers of K-Pop stuff and K-Drama stuff in Indonesia, namely Kpop Sale, also informed that there had been a very rapid increase from 2019 to 2021 around 200% of sales of K-Drama goods such as OST albums, magazines, drama merchandise and others. It can be said that every year there will be many other potential buyers who certainly have the intention to purchase products related to the Korean dramas they watch. These prospective buyers are already emotionally attracted to these celebrities, where they have entered a period of fangirling where they have become fans of these celebrities. Purchase intention in this study is the dependent variable which will later be discussed purchase intention for products related to celebrities who star in Korean dramas. Like recently, a candy brand from Indonesia, Kopiko, appeared in the drama Vincenzo, starring Song Joong-Ki. This caught the attention of the Indonesian public and helped boost Kopiko sales, both in South Korea and Indonesia (Kusumo, 2021).

This research will be conducted in Indonesia and focuses on people who have watched K-Drama. This K-Drama phenomenon is very big if we pay attention to society, focusing on K-Drama viewers who are spread out. Therefore, the writer will only direct this research to K-Drama viewers of all ages regardless of generation and gender. The writer wants to know whether K-Drama viewers in Indonesia that have intention to buy products related to celebrities just because they watch Korean dramas. The writer also wants to know how big the influence of this K-Drama is on the emotional involvement and behavioral involvement of the audience which will lead to an intention to buy in the future.

LITERATURE REVIEW

Intention to Purchase Celebrity-Related Product

According to (Kotler & Keller, 2016), behavior that arises as a reaction to a desire that indicates a consumer's intention to make a purchase is known as Intention to Purchase. (Kishiya, 2018) states that there are significant findings about the intention to buy with celebrity involvement, which has an appeal with a strong influence on intention to purchase. Because the concept of behavioral intention includes intention to purchase in it, the output variable of intention to purchase in this study is based on the Theory of Planned Behavior (TPB) framework (U. Ahmed et al., 2014). In TPB, intention is seen as the direct forerunner of the first behavior (Chen et al., 2010). Theory of Planned Behavior (TPB) has been widely used in various fields of behavioral research. According to TPB, the creation of behavioral intention is influenced by a mixture of attitudes towards behavior, subjective norms, and perceptions of behavioral control

Indicator:

1. Desire to buy products produced by dramas such as OST albums, CDs, books, and more.
2. Desire to buy products that are worn by celebrities.
3. Desire to buy products advertised by celebrities.

Emotional Involvement

Emotional involvement is the extent to which media users are emotionally involved with experiences, content, or media characters and experience intense feelings (Wirth et al., 2012). It represents the emotional involvement that people have with certain phenomena, which can affect how dedicated they are to certain experiences or activities.

Indicator:

1. Having a feeling of attachment to a celebrity.
2. The audience feels being a part of the story.
3. Favorite characters like an old friend.
4. The audience feels that their favorite character is always with them.
5. Immerse yourself in the characters being played when the drama ends.
6. Characters feel like friends that I feel comfortable with.

Behavioral Involvement

Behavioral involvement is an action that can be seen when someone is involved in certain activities; it refers to his participation in activities and attempts to get things done (Fredricks et al. 2004; Suarez-Orozco et al. 2009). Behavioral involvement refers to how much a user uses the system to engage in immersive activities such as watching K-Dramas.

Indicator:

1. Follow the latest celebrity programs.
2. Stay up to date with the latest celebrity news.
3. Follow every episode starring the celebrity.
4. Arrange an itinerary to see the celebrities.

Conceptual Framework

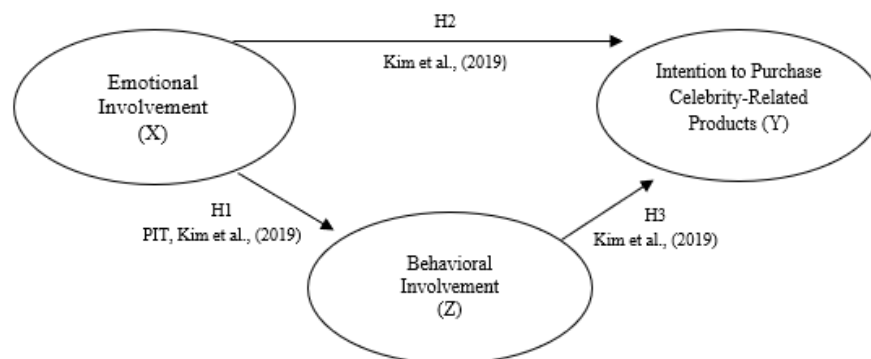


Figure 1. Conceptual Framework

Hypothesis

- H1: Emotional involvement has a positive and significant effect on behavioral involvement.
- H2: Emotional involvement has a positive and significant effect on intention to purchase celebrity-related products.
- H3: Behavioral involvement has a positive and significant effect on intention to purchase celebrity-related products.
- H4: Emotional involvement has a positive and significant effect on intention to purchase celebrity-related products mediated by behavioral involvement.

METHOD

Research types in this study are quantitative research, location, and time in Indonesia, December 2022. The population in this study is K-Drama viewers in Indonesia who will become potential buyers of products that related to celebrities. The research sample must consist of K-Drama viewers who have watched at least 10 K-Dramas and have never purchased the product. There are 13 indicators in this study, so the following is the number of samples used.

$$\begin{aligned} \text{Sample} &= \text{Number of Indicators} \times 10 \\ &= 13 \times 10 \\ &= 130 \end{aligned}$$

Thus, the sample obtained using the above calculation requires a minimum of 130 respondents. However, the SEM model is very sensitive to the number of samples in the chi square test, so the sample for this study must meet the standards set out by Hair et al. (2010), especially the Maximum Likelihood Estimation (MLE) method. According to MLE it will be good if it ranges from 100-200 samples. Therefore, a minimum of 100 samples and a maximum of 200 samples are expected.

To conduct this research, the sources data is primary data. Primary data that related to emotional involvement, intention to purchase celebrity-related products, and behavioral involvement that are taken directly from K-Drama viewers using a questionnaire. To collect primary data, this study used a survey method using Google Form questionnaire. A list of questions with choices included in a well-designed questionnaire.

The analytical method is needed to test the models and relationships made in this study. Structural Equation Modeling (SEM), the analytical method used in this work, was carried out using the IBM SPSS AMOS 24 program. The purpose of SEM according to Singgih (2015) is to examine the relationship between variables in a model, including indicators and constructs, or the relationship between constructs. SEM is a multivariate statistical technique that combines factor analysis and multiple regression analysis. SEM uses a two-step approach. The measurement model serves as the first stage or first stage of SEM analysis, while the structural model functions as the second stage of analysis.

RESULT AND DISCUSSION

Confirmatory Factor Analysis

a. CFA for Emotional Involvement

CFA is carried out on emotional involvement variables to know how accurately the variables can explain the existing latent variables. The following is the CFA for emotional involvement.

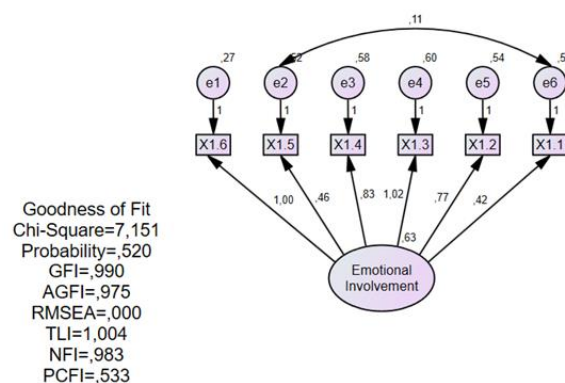


Figure 2. CFA for Emotional

It can be seen in Figure 2, measurement model test modified as per AMOS suggestion based on modified index. The purpose of this modification is to reduce the chi-square value, so that the model fits the data better. The modification made is by correlating the errors, namely e2 and e6. The results of the measurement model show that the number of different sample moments is 21 and the number of parameters estimated is 13, so that df becomes 8 (21-13). Thus, this model has a positive df. The

technology literacy measurement model is too identifiable to be analyzed. To test the convergent validity of the measurement model, standardized factor loading is used (Tabachnick, 2007), critical ratio as cited by Ferdinand (2006). The following is a table of 2 emotional involvement CFA outputs:

Table 2. Output CFA for Emotional Involvement

Latent	Indicator	SL	SE	CR	P
Emotional Involvement	X1.1	0,418	0,069	6,113	0,00
	X1.2	0,640	0,079	9,658	0,00
	X1.3	0,722	0,093	10,903	0,00
	X1.4	0,656	0,084	9,901	0,00
	X1.5	0,456	0,069	6,705	0,00
	X1.6	0,837			
	Σ	3,729			

Source: AMOS 24 Data Processing Results

The emotional involvement variable indicators have the following factor loading values: X1.1 (0.418), X1.2 (0.640), X1.3 (0.722), X1.4 (0.656), X1.5 (0.456), and X1.6 (0.837). This shows that all actions can create social interaction. Indicators on social interaction variables have shown significant results, but indicator X1.6 (0.837) is a better latent diversification than other indicators.

The results of the measurement model for the emotional involvement variable meet the convergent validity requirements and the indicators reflect the variables. All indicators on the emotional involvement variable have a standardized regression weight value = standardized loading (SL) above 0.3. Significant indicator at the level of 0.001 (CR>1.96). The measurement variable of emotional involvement fulfills the convergent validity requirements with the following values X1.1 (SL = 0.418, CR = 6.113), X1.2 (SL = 0.640, CR = 9.658), X1.3 (SL = 0.722, CR = 10.903), X1.4 (SL = 0.656, CR = 9.901), X1.5 (SL= 0.456, CR= 6.705).

CFA Emotional Engagement not only meets convergent validity and discriminatory validity, but also meets acceptable fit as shown by the GOF value in table 3 below:

Table 3. Goodness-of-Fit of CFA Emotional Involvement

Analysis	Criteria	Results	Decision
Chi-Square (χ^2)	$\geq 0,05$	7,151	Better fit
DF	-	8	-
Probability	$\geq 0,05$	0,520	Better fit
RMSEA	$\leq 0,08$	0,000	Better fit
CMIN/DF	$\leq 2,00$	0,894	Better fit
GFI	$\geq 0,90$	0,990	Better fit
AGFI	$\geq 0,90$	0,975	Better fit
TLI	$\geq 0,90$	1,004	Better fit
CFI	$\geq 0,90$	1,000	Better fit

Source: AMOS 24 Data Processing Results

Based on the table above, all GOF values show good results because the values of each GOF can meet their respective criteria, so it can be stated that this measurement model is fit.

b. CFA for Behavioral Involvement and Intention to Purchase Celebrity-Related Products

CFA is carried out behavioral involvement and intention to purchase celebrity-related products variables to know how accurately the variables can explain the existing latent variables. The following is the CFA for the variables.

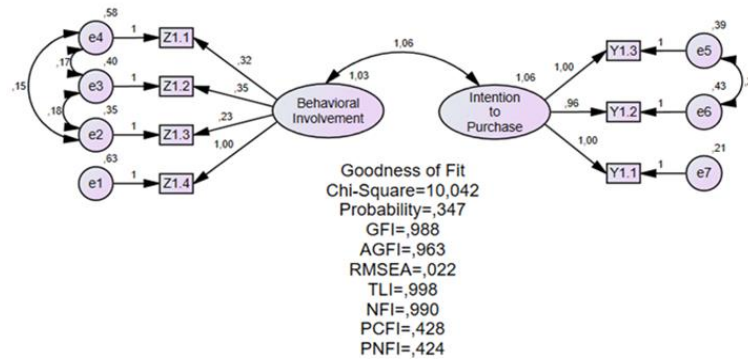


Figure 3. CFA for Behavioral Involvement and Intention to Purchase

It can be seen in Figure 3, the variables behavioral engagement (Z) and intention to purchase celebrity-related products (Y) were combined and correlated in the CFA test. Modifications were made with correlation errors, namely e2 and e3, e2 and e4, e3 and e4, e5 and e6.

The results of the measurement model show that the different sample moments are 28 and the different parameters to be estimated are 19, df is 9 and has a positive value. The models for measuring engagement behavior and intention to purchase celebrity-related products are too identifiable to be analyzed. To test the convergent validity of the measurement model, standard regression weights = standard factor loadings (Tabachnick, 2007), critical ratios are used as cited by Ferdinand (2006). The following is a table 4 outputs of CFA behavioral involvement and intention to purchase celebrity-related products:

Table 4. Output CFA for Behavioral Involvement and Intention to Purchase

Latent	Indicator	SL	SE	CR	P
Behavioral Involvement	Z1.1	0,396		6,138	0,00
	Z1.2	0,493	0,045	7,768	0,00
	Z1.3	0,367	0,041	5,657	0,00
	Z1.4	0,786			
Intention to Purchase	Y1.1	0,915	0,058	17,441	0,00
	Y1.2	0,834	0,041	23,542	0,00
	Y1.3	0,854			
	Σ	3,859			

Source: AMOS 24 Data Processing Results

The behavioral involvement and intention to purchase celebrity-related products variable indicators have the following factor loading values: Z1.1 (0.396), Z1.2 (0.493), Z1.3 (0.367), Z1.4 (0.786), Y1.1 (0.915), Y1.2 (0.834), and Y1.3 (0.854). This shows that all actions can create social interaction. Indicators on social interaction variables have shown significant results, but indicator Y1.1 (0.915) is a better latent diversification than other indicators.

The results of the measurement model for this variable meet the convergent validity requirements and the indicators reflect the variables. All indicators on this variable have a standardized regression weight value = standardized loading (SL) above 0.3. Significant indicator at the level of 0.001 (CR>1.96). The measurement variable of emotional involvement fulfills the convergent validity requirements with the following values Z1.1 (SL = 0.396, CR = 6.138), Z1.2 (SL = 0.493, CR = 7.768), Z1.3 (SL = 0.367, CR = 5.657), Y1.1 (SL = 0.915, CR = 17.441), Y1.2 (SL= 0.834, CR= 23,542).

CFA behavioral involvement and intention to purchase celebrity-related products not only meet convergent validity and discriminatory validity, but also meet acceptable fit as shown by the GOF value in table 5 below:

Table 5. Goodness-of-Fit of CFA Behavioral Involvement and Intention to Purchase

Analysis	Criteria	Results	Decision
Chi-Square (χ^2)	$\geq 0,05$	10,042	Better fit
DF	-	9	-
Probability	$\geq 0,05$	0,347	Better fit
RMSEA	$\leq 0,08$	0,022	Better fit
CMIN/DF	$\leq 2,00$	1,116	Better fit
GFI	$\geq 0,90$	0,988	Better fit
AGFI	$\geq 0,90$	0,963	Better fit
TLI	$\geq 0,90$	0,988	Better fit
CFI	$\geq 0,90$	0,999	Better fit

Source: AMOS 24 Data Processing Results

The results of the assessment of all GOFs showed good results and met their respective criteria, so it can be stated that this measurement model is fit.

DISCUSSION

After carrying out the structural model stage, it is continued hypothesis testing. The hypothesis can be accepted if the C.R value ≥ 1.96 . Another way that can be used to test the hypothesis is by looking at the p-value ≤ 0.05 .

Emotional involvement has a positive and significant effect on behavioral involvement.

Emotional involvement has a positive and significant effect on behavioral involvement. Where the p value is $0.000 \leq 0.05$ and the CR value is greater than 1.96, namely 10.136. So, the first hypothesis is accepted. This shows that the higher the emotional involvement of the audience, there will be a change in the behavior of the audience where the change in behavior will affect their daily activities. This variable relationship is in accordance with the Parasocial Interaction Theory in research (Horton & Richard Wohl, 2006) which explains the unilateral relationship between celebrities and their audience. In line with previous research by (Kim et al., 2019) that emotional involvement has a positive and significant effect on behavioral involvement. (Kim, 2012) in his research found that emotional involvement through parasocial interactions, identification, connectedness, and other forms of affective and emotional involvement with celebrities (and characters) is a major part of the experience of watching K-drama viewers, whereas if K-drama viewers they feel an emotional bond, then afterwards there will be a change in behavior that can affect their daily activities which can involve the K-Drama celebrity.

Emotional involvement has a positive and significant effect on intention to purchase celebrity-related products.

Emotional involvement has a positive and significant effect on the intention to purchase celebrity-related products. Where the p value of 0.080 is greater than 0.05 and the CR value is less than 1.96, namely -1.750. So, the second hypothesis is rejected. This shows that the emotional involvement of a celebrity is not enough to make K-Drama viewers have the intention to purchase a product, there must be action, activity, behavior to create an intention to make a purchase. Referring to Theory of Planned Behavior (U. Ahmed et al., 2014) which states that, the creation of intention to a behavior (such as purchase intention) is influenced by a mixture of attitudes towards behavior, subjective norms, and perceptions of behavioral control. In this theory it can be concluded that there must be a form of behavior if you are going to make a purchase, while this variable only relies on emotions without any behavior. This can theoretically be explained in McCracken's (1989) transfer theory and Green and Brooks' (2000) transport theory which were developed in the field of communication studies. They collectively explain that meaningful values that are symbolically constructed from people (i.e., celebrities and characters), products, and messages in persuasive narratives will lead to intentions to buy products more readily or perform other positive behaviors through active behavioral engagement from the audience alone. (Kim et al., 2019). The results are the same as research by (Kim et al., 2019)

that emotional involvement cannot significantly influence the intention to buy celebrity-related products.

Behavioral involvement has a positive and significant effect on intention to purchase celebrity-related products.

Behavioral involvement has a positive and significant effect on the intention to buy celebrity-related products. Where the p value is $0.002 \leq 0.05$ and the CR value is greater than 1.96, namely 3.073. So, the third hypothesis is accepted. This shows that the existence of high behavioral involvement in the audience can affect the audience's intention to make purchases of products related to celebrities. Theory of Planned Behavior as stated in the previous discussion that to create an intention to carry out an activity or behavior (such as purchase intention) is influenced by a mixture of attitudes towards behavior, subjective norms, and perceptions of behavioral control. This theory is consistent with the variable behavioral involvement where it has become a behavior from the audience towards celebrities, therefore an intention to make a purchase can arise. In accordance with research conducted (Yen & Teng, 2015) which shows that behavioral involvement with celebrities has a positive and significant influence on the intention to purchase in prospective customers. (Kim et al., 2019) in their research also stated that behavioral involvement had a positive and significant impact on the intention to purchase celebrity-related products. According to (Riley et al., 2017) behavioral involvement is considered the highest level of audience involvement in the context of media consumption.

Emotional involvement has a positive and significant effect on intention to purchase celebrity-related products mediated by behavioral involvement.

Emotional involvement has a positive and significant effect on the intention to buy celebrity-related products which is mediated by behavioral involvement. Based on the regression weight and standardized effect of indirect hypothesis testing, the indirect effect value is 0.006. It can be said that behavioral involvement mediates the relationship between emotional involvement and the intention to purchase celebrity-related products among K-Drama viewers in Indonesia. Thus, the fourth hypothesis is accepted. In line with previous research by (Kim et al., 2019), where behavioral involvement mediates the relationship between emotional involvement and the intention to buy celebrity-related products. In his research (Kim et al., 2019) said that emotional involvement with purchase intentions requires an important role in mediating behavioral involvement. Theoretically it is also explained in the theory of transfer by McCracken (1989) and the theory of transportation by Green and Brooks (2000) which were created in the field of communication studies. They explain that through active behavioral involvement by audiences, meaningful values that are symbolically created from people (such as celebrities and characters), products, and messages in persuasive stories will result in greater intent to purchase a product or service or in other positive behavior.

CONCLUSIONS AND SUGGESTIONS

In this study, the hypothetical model is acceptable, which means that the measurement model is below the data collected on respondents who watching K-Drama and never purchase celebrity-related products in Indonesia. All indicators for each variable are significant and the standard loading for each indicator is more than 0.3 which indicates that each indicator can represent its latent construct. Indicator X1.6 is the most important indicator for presenting emotional involvement because X1.6 has a higher loading factor compared to the others. Meanwhile, the Y1.1 and Z1.4 indicator has a higher factor loading, which is closely related to behavioral involvement and intention to purchase. Emotional involvement has a significant positive effect on behavioral involvement. This shows that the higher the emotional involvement of the audience, there will be a change in the behavior of the audience where the change in behavior will affect their daily activities. Emotional involvement has a positive and significant effect on the intention to purchase celebrity-related products. This proves that the emotional involvement of a celebrity is not enough to make K-Drama viewers have the intention to purchase a product, there must be action, activity, behavior to create an intention to make a purchase. Behavioral

involvement has a positive and significant effect on the intention to buy celebrity-related products. This shows that the existence of high behavioral involvement in the audience can affect the audience's intention to make purchases of products related to celebrities. Emotional involvement has a positive and significant effect on the intention to buy celebrity-related products which is mediated by behavioral involvement. This proves that with a high level of behavioral involvement has an influence emotional involvement on intention to purchase celebrity-related products.

Suggestion

1. For readers, it is hoped that the results of this research can add insight into knowledge about a person's purchase intention from watching K-Drama and the variables that influence it.
2. The author also hopes that in the future there will be more studies of this kind so that they are always updated and make it easier for future researchers to collect references.
3. K-Drama production houses can create products that can appeal to the audience emotionally, so that K-Drama loyal viewers will make purchases when there is emotional involvement between the audience and celebrities.
4. Products related to these celebrities can be promoted more and make an easy access to buy these products, so the sales can increase.

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