K-Pop and Buying Behavior: A Study of Self-Regulation on University Students' Purchase Intention in a K-Pop Era in Indonesia

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ABSTRACT: Recently, K-pop culture has gained significant popularity in Indonesia, particularly among individuals aged 20-25 or college students. Generally, students receive limited pocket money, which becomes an issue when trying to satisfy a high purchasing interest in products advertised by K-pop artists. Therefore, this research aims to examine the relationship between self-regulation and the purchase intention of products advertised by K-pop artists among students. The sample used in this study consists of 105 K-pop fan students selected through purposive sampling. Two instruments were utilized in this research: the Short Self-Regulation Scale (SSR) and a scale adapted from the purchase intention scale for Honda products developed by Wicaksono (2015). Both scales were distributed through various social media platforms to gather research data. After the data was collected, it was analyzed using assumption tests, including normality and linearity tests, parametric analysis, and hypothesis testing conducted using the Spearman correlation test. Data analysis was performed using SPSS version 26. The results of the Spearman correlation test indicated a significance value in the Sig. (2-tailed) section of 0.002 (0.002 < 0.05), suggesting that there is a relationship between self-regulation and the purchase intention of products advertised by K-Pop artists. The Pearson correlation result of 0.302 indicates that the strength of the relationship is classified as weak, suggesting that products advertised by K-pop idols do not always attract purchasing interest. Other factors, such as product quality, packaging, and price, may also influence purchase intention.

Keywords: Self-Regulation, Purchase Intention, Product, K-POP, Students

INTRODUCTION

Globalization has rapidly developed (Azima et al., 2021). This globalization began in the mid-20th century and continues today. Globalization is a phenomenon experienced by human civilization, where people or nations are interdependent worldwide, whether in trade, travel, popular culture, or other interactions, narrowing national boundaries (Musa, 2015). One of the popular cultures currently favored in Indonesia is Korean Pop.

The research conducted by (Alhamid, 2023) indicates that 67.7% of teenagers enjoy K-Pop. Additionally, a survey conducted by Twitter in 2019 showed that Indonesia ranked third in the world for K-pop tweets. Furthermore, research by Alifia (2022) Revealed that Indonesia holds the first position as the largest K-Pop fandom in the world, surpassing its country of origin, Korea. This indicates a surge in the number of K-pop fans in Indonesia. The most significant percentage of K-pop fans is 20-25 years old, accounting for 40.7% (Alhamid, 2023).

Indonesia's many K-pop enthusiasts undoubtedly bring positive and negative influences. (Ri'aeni, Suci, M., & Sugiarti, 2019). Some positive impacts of the high interest in K-pop include fashion inspiration, increased motivation, self-image awareness, easier socialization, and independence. (Sakinah, Hasna, & Wahyuningsih, 2022). Meanwhile, some adverse effects commonly experienced include insomnia, excessive imitation behavior, conformity behavior, fanaticism towards K-pop artists, and more. (Putri, 2020).

Based on the social learning theory developed by Albert Bandura, this theory emphasizes the importance of a model in forming a behavior, where the behavior in this article refers to purchase intention. In the modeling process, the model must possess specific characteristics, such as being confident and attractive, represented by K-Pop artists. Specifically, this theory divides the occurrence of behavior into four stages: attention, retention, motor production, and reinforcement. In the attention stage, fans pay attention to K-pop artists, particularly the advertised products. The retention stage occurs when the advertisement for the product is continuously displayed on television or mobile devices. The motor production stage occurs when fans are interested and purchase the advertised product. The reinforcement stage occurs when satisfaction arises from the purchase of the product.

From the explanation of the theory above, it is evident that it will influence fans to imitate and follow the behaviors of their favorite K-pop idols. This presents a significant opportunity for specific products to engage K-pop idols as brand ambassadors to advertise their products. This marketing trick is widely used in Indonesia, with examples such as EXO being the brand ambassador for Scarlett Whitening, Blackpink for Oreo, NCT Dream for Lemonilo, Stray Kids for Ultra Milk, and many more. Using K-pop artists can be considered successful, as there is a positive influence between NCT Dream as a brand ambassador and the purchase intention for Lemonilo products. (E. M. Putri, Prihantoro, Harmadi, Ohorella, & Sari, 2023). Scarlett also succeeded, as research conducted by (Sabina, Nursyifa, & Saleh, 2023) States that Scarlett reached 1 billion in revenue through a TikTok live session in just 4 hours and 20 minutes. However, many studies have only minimally researched the explanation of self-regulation as self-control to manage purchase intention.

Considering that the most significant percentage of K-Pop enthusiasts falls within the age range of 20-25 years (Alhamid, 2023), and based on the gross participation rate calculated by PDDikti (2020), students typically fall within the age range of 18-24 years. At this age, individuals are in the early adulthood stage, during which they begin to make independent decisions (Santrock,, 2017). Furthermore, students' financial sources primarily come from allowances provided by their parents. This can pose a problem for students if their limited allowances are spent on fulfilling excessive purchase intentions for products advertised by K-pop artists, especially when these products are not truly needed. Therefore, good self-regulation is necessary for students to control their purchase intentions.

Based on the explanation above, the researcher formulated one research question: 'Is there a relationship between self-regulation and purchase intention for products advertised by K-pop artists among students?' Therefore, this study aims to determine the relationship between self-regulation and purchase intention for products advertised by K-pop artists among students. The researcher proposes two hypotheses. First, H0: There is no relationship between self-regulation and purchase intention for products advertised by K-pop artists among students. Second, H1: There is a relationship between self-regulation and purchase intention for products advertised by K-pop artists among students. With the compilation of this article, the author hopes that it can inspire new research regarding the direction of the relationship between self-regulation and purchase intention for products advertised by K-pop artists. Additionally, this study is expected to serve as a guideline for preventive measures against excessive purchases of specific products based on self-regulation.

METHOD

This research was conducted using a quantitative method. According to Kasiram (Djollong, 2014), quantitative research is research conducted on social issues based on theory and its variables, measured in numbers, and using statistical procedures to determine the validity of generalizations related to the theory. The design used in this study is cross-sectional, which involves collecting research data conducted on many people within the same time frame (Santrock, 2017). This is further narrowed down to a correlational quantitative research type, which seeks to determine how much one variable relates to another (Afif et al., 2023). This type of research is conducted when the relationship between variable X and variable Y has been studied infrequently. The relationship between self-regulation and purchase intention has yet to be investigated; thus, this study falls into the correlational type to determine whether or not a relationship exists between the two variables.

The population in this study consists of university students who are K-pop enthusiasts. The sample used in this study amounts to 105 students. The sampling process employed a non-probability sampling technique, as not all subjects in this study had an equal chance of being selected as a sample (Creswell, 2016 in Sukmawati et al., 2023). The method used is purposive sampling, which involves collecting samples based on the research objectives with specific considerations (Sukmawati et al., 2023)The criteria for this study are being a university student and having an interest in Korean POP.

This study used two research instruments. First, the Short Self-Regulation Scale (SSR) was developed by Tresnadiani & Taufik (2020). This scale consists of nine items structured based on the dimensions of goal setting (Items No. 4, 6, 8), decision-making (Items No. 10, 11, 12), and persistence (Items No. 13, 14, 15). The response range for this scale is from 1 (strongly disagree) to 5 (strongly agree). Based on the CFA test, each item showed valid results, indicated by a convergence value of > 0.6. Additionally, the scale is considered good, as it has a reliability value of > 0.7. Therefore, this scale is deemed suitable as a data collection instrument, and the researcher adopted this scale.

Second, a scale adapted from the consumer purchase intention scale developed by (Wicaksono, 2015), with eight items. The consumer purchase intention scale has four indicators: transactional intention, referential intention, preferential intention, and exploratory intention. The response range for this scale is from 1 (strongly disagree) to 5 (strongly agree). Based on the instrument's validity test, the calculated r-value was more significant than the r-table (0.361), indicating that the items are valid. Furthermore, the items are considered reliable, as the reliability coefficient exceeds the required standard, with 0.857 > 0.60. Hence, this scale is suitable for adaptation and use in this study. This adaptation was made in the context of a different product, as the original context was the purchase intention of Honda motorcycles. It has now been adapted to the context of purchasing products advertised by K-pop artists. Therefore, validity and reliability tests must be conducted to determine whether this scale is suitable.

Based on expert judgment, an Aiken V test was conducted to assess the content validity of each item. After performing the Aiken V test, it was found that each item had a CVI value of 1, indicating that all items can be considered valid. The reliability of the scale was measured using unidimensional reliability testing through JASP. The results showed a Cronbach's alpha of 0.831. A scale is considered reliable if Cronbach's alpha value is more significant than 0.6, thus confirming that the data can be deemed trustworthy. Given that the scale has met the validity and reliability tests, it is suitable for distribution as a data collection instrument.

This study used primary data from a closed-ended questionnaire distributed from April 2 to April 17, 2024. The questionnaire was distributed via WhatsApp stories, Instagram stories, the X application, private chats, and through friends.

After collecting the research data, the data was analyzed using SPSS 26. The analysis involved conducting assumption tests, namely the normality and linearity tests. Once the assumption tests were completed and the data was confirmed regular and reliable, hypothesis testing was performed using parametric analysis with the Pearson correlation technique. Previous studies did not specify the direction of the relationship between the two variables. Therefore, a two-tailed test of significance was employed.

RESULT AND DISCUSSION

Descriptive statistics

The sample consisted of 105 subjects, of which 104 were female and one was male. The average age of the sample was 20 years, representing 38.1%.

Tabel 1. Descriptive Statistics

N Statistic		Range Statistic	Minimum Statistic	Maximum Statistic	Mean		Std. Deviation Statistic
					Statistic	Std. Error	
Self_regulation	105	34	11	45	30.07	.768	7.868
Purchasing Interest	105	32	8	40	26.00	.533	5.467
Valid (listwise)	**N** 105						

Self-regulation data categorization

- High $= X \geq$ Mean + SD
  $= X \geq 30.7 + 7.86 = X \geq 38.56$

- Moderate $=$ Mean - SD $\leq X <$ Mean + SD
  $= 30.7 - 7.86 \leq X < 30.7 + 7.86 = 22.84 \leq X < 38.56$
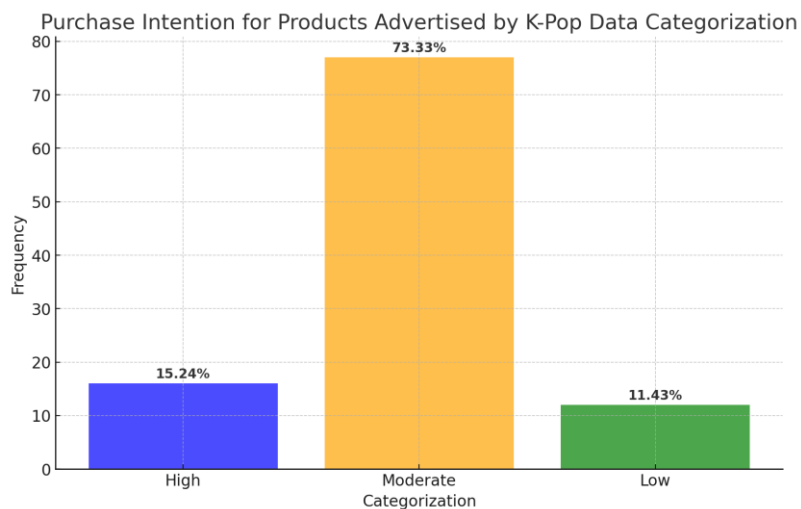
- Low $= X <$ Mean - SD
  $= X < 30.7 - 7.86 = X < 22.84$
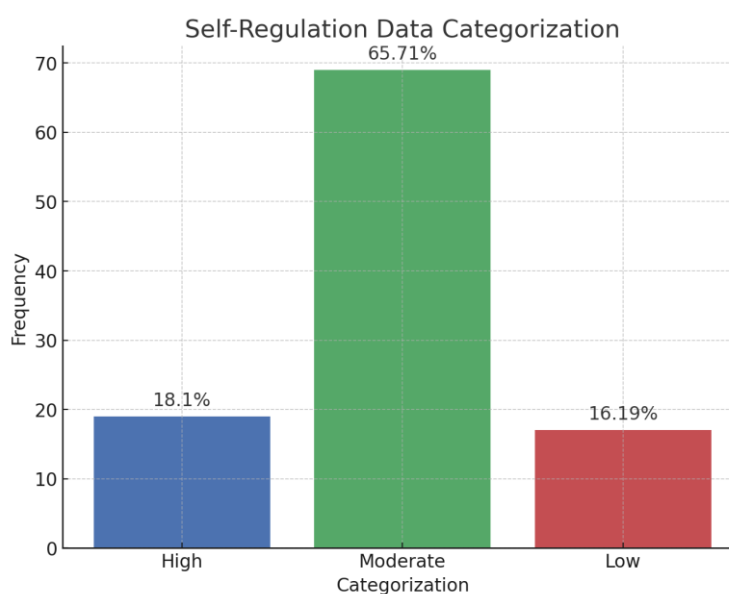
Purchase intention for products advertised by K-Pop data categorization

- High $= X \geq$ Mean + SD
  $= X \geq 26 + 5.46 = X \geq 31.46$

- Moderate = Mean - SD ≤ X < Mean + SD
  = 26 - 5.46 ≤ X < 26 + 5.46 = 20.54 ≤ X < 31.46

- Low = X < Mean - SD
  = X < 26 - 5.46 = X < 20.54

The normality test conducted on the two variables showed that the self-regulation variable (independent variable) exhibited non-normal data. The Asymp indicates this. Sig. (2-tailed) result of 0.017, which is less than 0.05.

For the purchase intention variable, the Asymp. Sig. (2-tailed) the result was 0.088. Data is considered normal if the value is more significant than 0.05. Therefore, since 0.088 > 0.05, the data for the purchase intention variable can be regarded as standard.

Tabel 2. One-Sample Kolmogorov-Smirnov Test

		Self_Regulation	Purchase Intention
N		105	105
Normal Parametersa,b	Mean	30.07	26.00
	Std. Deviation	7.868	5.467
Most Extreme Differences	Absolute	.097	.081
	Positive	.097	.081
	Negative	-.061	-.066
Test Statistic		.097	.081
Asymp. Sig. (2-tailed)		.017c	.088c

a. Test distribution is Normal.

b.Calculated from data.

c.Lilliefors Significance Correction.

After it was determined that the self-regulation variable data is not normally distributed, outliers in the data must be identified. However, after searching, no outliers were found. Therefore, the next step is to perform a data transformation that results in the residual data of the Self-regulation.
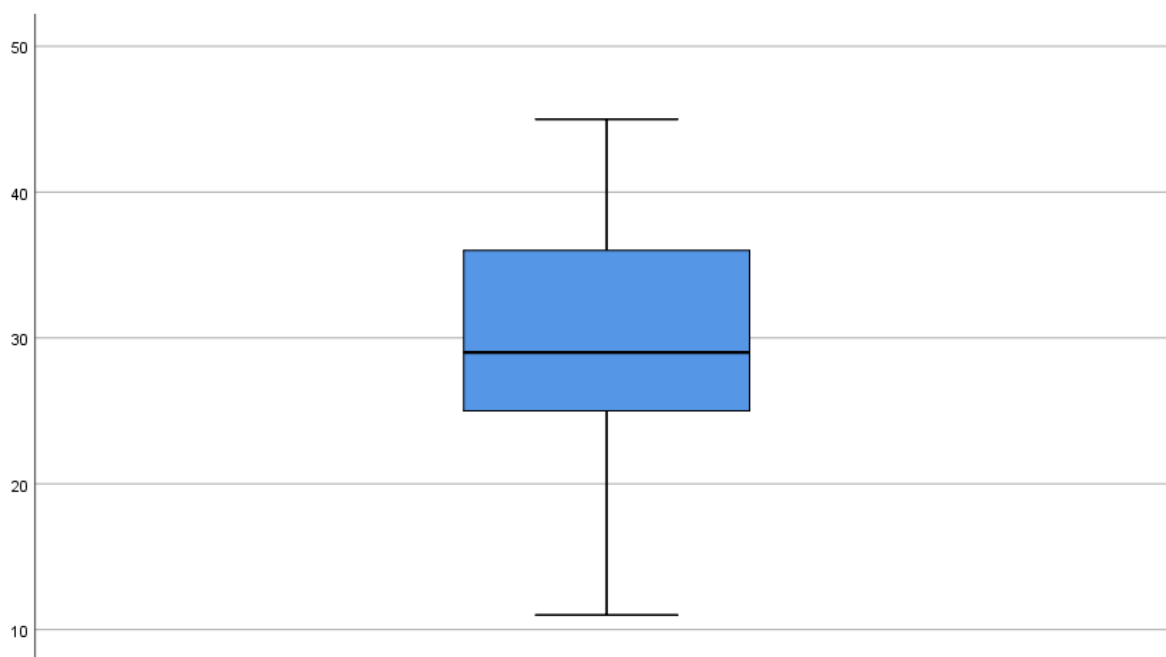

Figure 3. Self Regulation

After performing data transformation and conducting a normality test, it can be determined that the data is standard. The Asymp evidences this. Sig. (2-tailed) The result 0.200 is 0.200 > 0.05, indicating that the data is standard.

Tabel 3. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		105
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	5.21180118
Most Extreme Differences	Absolute	.050
	Positive	.050
	Negative	-.045
Test Statistic		.050

Asymp. Sig. (2-tailed)   .200c,d

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
        This is a lower bound of the true significance.

Linearity testing can be conducted after confirming that the data is usually distributed. Data can be considered linear if the Deviation of Linearity (sig) result is more significant than 0.05. The ANOVA table shows a result of 0.480 (0.480 > 0.05). Therefore, the data can be stated as linear and suitable for correlation measurement.

Tabel 4. ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Purchasing Interest and self regulation	Between Groups	(Combined)	1023.336	28	36.548	1.332	.163
		Linearity	283.061	1	283.061	10.319	.002
		Deviation from Linearit	740.274	27	27.418	1.000	.480
	Within Groups		2084.664	76	27.430		
	Total		3108.000	104			

This study does not have a theory explaining the relationship's direction. Therefore, a two-tailed test is used in this correlation analysis. Additionally, the assumption tests conducted through normality and linearity tests indicate that the data is regular and linear. Consequently, the correlation test performed in this study uses Pearson Correlation. After conducting the Pearson Correlation test, it was found that the significance of the Sig. (2-tailed) the section is 0.002 (0.002 < 0.05), indicating that there is a relationship between self-regulation (variable X) and the purchase interest in products advertised by K-pop artists. The Pearson correlation coefficient is 0.302, suggesting that the relationship is weak.

Tabel 5. Correlations

	Self Regulation		Purchasing Interest
Self regulation	Pearson Correlation	1	.302**

	Sig. (2-tailed)		.002
	N	105	105
Purchasing Interest	Pearson Correlation	.302**	1
	Sig. (2-tailed)	.002	
	N	105	**105**

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

The study "The Relationship Between Self-Regulation and Purchase Intention of Products Advertised by K-Pop Artists Among Students" was tested using Pearson correlation. The results showed a significance value (2-tailed) of 0.002 (sig < 0.05), which indicates that the two variables are correlated. This confirms that the hypothesis (H1), "There is a relationship between self-regulation and the purchase intention of products advertised by K-Pop artists among students," is accepted, and the null hypothesis (H0) is rejected. However, the Pearson correlation value of 0.302 indicates that the strength of the relationship remains weak.

Several external factors could influence the weak relationship between self-regulation and purchase intention. In the context of products advertised by K-pop artists, an external factor affecting this relationship is the popularity of the artist promoting the product. (Majid, Sholahuddin, Soepatin, & Kuswati, 2023). This is consistent with Albert Bandura's social learning theory. Schultz (2017) Stated that three main factors influence individual behavior, one of which is environmental factors. Environmental factors can come from models admired by individuals. The model must have specific characteristics, such as confidence and attractiveness, in the modeling process. In this study, the model is focused on K-pop artists admired by each student. Specifically, this theory divides behavior occurrence into four stages: attention, retention, motor production, and incentive. In the attention stage, fans pay attention to the K-Pop artist, particularly to the products they advertise. The retention stage occurs when the product advertisement repeatedly appears on television or social media. The motor production stage occurs when fans become interested and buy the advertised product. The incentive stage happens when satisfaction from the product purchase emerges.

Based on data categorization, it is known that most students have moderate self-regulation, amounting to 65.71% of the total sample. Regarding purchase intention, the highest frequency is mild, with 73.33% of the total sample. This result can be explained by the fact that various factors influence purchase intention besides self-regulation and K-Pop advertisements. Other factors include product quality and packaging (Gozali, 2021; Kairupan & Raharusun, 2022).

Product quality plays a vital role in determining purchase intention. The higher the product quality, the more likely consumers will feel satisfied, which may foster future purchase intentions. This is consistent with research by Kotler and Keller (2016), highlighting that product quality is essential in increasing consumers' purchase intention.

Product packaging is a protector and a visual attraction for the product (Kusumawati and Kusumah 2022). Typically, products advertised by K-pop artists feature packaging with K-pop artist images, making them more appealing to consumers. This aligns with research by Kairupan and Raharusun (2022), which states that attractive packaging can increase consumer attention to the product, thereby increasing purchase intention. Furthermore, the price factor also influences purchase intention (Gozali 2021; Satria 2017; Wulandari and Wijaksana 2021). For students with limited pocket money, this factor significantly impacts their purchase intention.

CONCLUSION

Based on the findings of the study "The Relationship between Self-Regulation and Purchase Intention of Products Advertised by K-Pop Idols among University Students," the Pearson correlation value was found to be 0.302, indicating a weak relationship between the two variables. This weak relationship suggests that self-regulation is not a decisive factor in generating purchase intention for products advertised by K-pop idols among university students. Instead, more vital external factors exist, such as product quality, packaging, and price levels. These findings align with Albert Bandura's social learning theory, which explains that external factors, particularly models that receive attention, such as K-pop idols, can influence behavior.

Suggestions

1. Considering that this study only included one male participant, it is recommended that the sample size be increased and that a more diverse sample be sought.
2. Sampling should represent every region in Indonesia, not just focus on Java Island.
3. Future research could expand the scope by considering other variables influencing the relationship between self-regulation and purchase intention, such as product quality, packaging, and price level.
4. More complex analytical techniques, such as moderation or mediation, could provide a deeper understanding of these variables' role in driving the purchase intention of products advertised by K-Pop artists.

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