

The Influence of Korean Wave and E-WOM on Purchase Decisions of Shopee Marketplace Products in Pandeglang Regency: Brand Ambassador as a Moderating Variable

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ABSTRACT

The purpose of this research is to determine the significant influence of the Korean Wave and E-WOM on Purchase Decisions with Brand Ambassador as a moderating variable, and to find out which variable is the most dominant toward Purchase Decisions. This study uses primary data with testing stages including: Descriptive Analysis, Validity Test, Reliability Test, Multiple Linear Regression, Moderated Regression Analysis (MRA), Simple Correlation Coefficient Analysis, Determination Coefficient Analysis, and Hypothesis Testing. The instrument used in data collection is a questionnaire, with a total of 100 valid respondents. The sampling technique used is Purposive Sampling. For data analysis, this study employs the Statistical Package for the Social Science (SPSS) version 25. The results of this study show that the Korean Wave has an effect on Purchase Decisions ($0.000 < 0.05$), and E-WOM also has an effect on Purchase Decisions ($0.000 < 0.05$). Brand Ambassador is proven to moderate the Korean Wave and E-WOM on Purchase Decisions with values of ($0.004 < 0.05$ and $0.002 < 0.05$). These findings affirm that the Korean Wave, E-WOM, and Brand Ambassador have an important role in strengthening consumer purchase decisions on Shopee.

Keywords: Korean Wave, E-WOM, Purchase Decision, Brand Ambassador, SPSS 25

INTRODUCTION

Background

The development of information technology and the internet has changed consumer behavior in shopping activities. Digitalization encourages a shift in consumer shopping behavior toward online platforms in line with the increasing use of the internet and mobile devices. Indonesia is even recorded as the country with the highest e-commerce growth in the world at 78 percent, surpassing Mexico in second place with a growth of 59 percent www.komdigi.go.id. One of the marketplaces dominating the Indonesian market is Shopee. With intensive marketing strategies, Shopee has succeeded in attracting millions of active users, and Indonesia contributed 27% of the global Gross Merchandise Value (GMV), higher than China's 17% www.ecdb.com. To effectively reach consumers, Shopee takes advantage of popular cultural phenomena, one of which is the Korean Wave, which is currently popular among Indonesian society (Muhammad Hanapi S, Agus Sriyanto, 2018). Companies in carrying out their activities, generate various data that need to be processed into information to support decision-making Eva Sutihat et al., (2022). This also applies to marketplace companies that rely on consumer data and trends to formulate marketing strategies. One example is Shopee, which utilizes the Korean Wave phenomenon, Electronic Word of Mouth (E-WOM), as well as the role of brand ambassadors in influencing consumers' purchasing decisions.

The Korean Wave, which includes K-Pop music, Korean dramas, fashion, and lifestyle, has a significant influence on Indonesian youth. Many companies take advantage of this trend by collaborating with K-Pop idols as Brand Ambassadors to create an emotional bond with consumers. The presence of Brand Ambassadors from K-Pop idols has proven effective in attracting public attention, increasing trust, and encouraging purchasing decisions (Sagia & Situmorang, 2018). In fact, Rosé of BLACKPINK was listed among TIME Magazine's 100 Most Influential People due to her impact as both a Brand Ambassador and a global entertainment figure <https://time.com>.

The loyalty of fans makes Brand Ambassadors an important factor in the decision-making process of purchasing on Shopee. One example is Jennie BLACKPINK who often becomes a trendsetter among fans, her fashion style or accessories that she wears often become a conversation on social media which eventually develops into Electronic Word of Mouth (E-WOM) and encourages consumers to look for similar products in marketplaces such as Shopee <https://stylo.grid.id/>. Thus stating that Brand Ambassadors not only function

as promotional _____

icons, but also moderate the influence of the Korean Wave and E-WOM on purchase decisions. In addition to the Korean Wave and Brand Ambassadors, E-WOM also plays an important role in consumer behavior. In Marketplaces such as Shopee consumers rely heavily on E-WOM before deciding to buy a product, especially because consumers cannot see the product physically, E-WOM in the form of reviews, recommendations, and online consumer comments is often considered more authentic and trustworthy. (Yulianto & Soesanto, 2019). Shopee has even collaborated with YouTube to generate positive E-WOM through user reviews and comments, which has been proven to increase consumer trust and encourage purchase decisions www.reuters.com.

Previous Research

Previous studies have shown that the younger generation tends to be easily influenced by popular culture such as the Korean Wave which can affect Purchase Decisions (Ul Huda et al., 2024). E-WOM was also found to have a significant influence on Purchase Decisions because it is considered more trustworthy (Salsabila & Harti, 2021). However, different results were found by Nasmawati (2023) who stated that E-WOM does not have a significant effect on Purchase Decisions on Shopee even though it was considered good by respondents. On the other hand, Brand Ambassador as a moderating variable has been proven to strengthen the influence of the Korean Wave on Purchase Decisions (Lindasari et al., 2024) and Brand Ambassador also moderates E-WOM by increasing consumer trust in online reviews, thus resulting in Purchase Decisions (Lintang Sukma Ningrum et al., 2024).

Phenomenon

Table 1 Shopee Global Sales Data from 2016 to 2024

No	Year	Sales Amount	In Words
1	2016	Rp19.200.000.000.000	Nineteen trillion two hundred billion
2	2017	Rp65.600.000.000.000	Sixty-five trillion six hundred billion
3	2018	Rp164.800.000.000.000	One hundred sixty-four trillion eight hundred billion
4	2019	Rp280.000.000.000.000	Two hundred eighty trillion
5	2020	Rp566.400.000.000.000	Five hundred sixty-six trillion four hundred billion
6	2021	Rp1.001.600.000.000.000	One quadrillion one trillion six hundred billion
7	2022	Rp1.176.000.000.000.000	One quadrillion one hundred seventy-six trillion
8	2023	Rp1.256.000.000.000.000	One quadrillion two hundred fifty-six trillion
9	2024	Rp1.334.400.000.000.000	One quadrillion three hundred thirty-four trillion four hundred billion

Source: (Uzunoglu, 2024)

In the table above since 2018, when Shopee appointed BLACKPINK as a Brand Ambassador, sales on the Shopee Marketplace have increased significantly year by year (Uzunoglu, 2024). The presence of BLACKPINK not only boosted Shopee's popularity but also indirectly triggered E-WOM, as both K-pop fans and non-fans shared their experiences and recommendations on social media. This shows that Brand Ambassadors can moderate the influence of the Korean Wave and E-WOM on purchase decisions, and indirectly links the Korean Wave, E-WOM, Brand Ambassador, and Purchase Decisions.

Research purposes

Based on the problems raised in the research, the objectives of this research are:

1. To analyze the influence of the Korean Wave on Purchase Decisions of Shopee Marketplace products in Pandeglang Regency.
2. To analyze the influence of Electronic Word of Mouth (E-WOM) on Purchase Decisions of

- Shopee Marketplace products in Pandeglang Regency.
3. To analyze the role of Brand Ambassadors in moderating the influence of the Korean Wave on Purchase Decisions of Shopee Marketplace products in Pandeglang Regency.
 4. To analyze the role of Brand Ambassadors in moderating the influence of E-WOM on Purchase Decisions of Shopee Marketplace products in Pandeglang Regency.

LITERATURE REVIEW

This research is based on the Theory of Planned Behavior (Ajzen, 2012), which emphasizes that attitudes, social norms, and perceived control play a role in shaping individual intentions and behavior. This theory is considered relevant to explain how the Korean Wave can influence consumer attitudes, while E-WOM reflects social norms formed from digital interactions, and perceived control is manifested through consumers' ease of accessing information before making a purchase. In this context, Brand Ambassadors function as a strengthening factor capable of reinforcing the relationship between the Korean Wave and E-WOM on Purchase Decisions. In addition, this research is also supported by Consumer Behavior Theory (Kotler & Keller, 2016), which asserts that cultural, social, personal, and psychological factors have a major influence on individual consumption patterns. Thus, these two theories provide a strong foundation for understanding the dynamics of Purchase Decisions of products on the Shopee marketplace.

Korean Wave

According to Sagia & Situmorang (2018), the Korean Wave (Hallyu) is a South Korean popular culture phenomenon that spreads widely through television, the internet, and social media, gaining popularity in various regions of Asia. Furthermore, Hendayana & Afifah (2020) explain that the Korean Wave encompasses various elements, ranging from K-Drama, K-Pop, dance, fashion, tourism, to Korean cuisine. Meanwhile, Son & Kijboonchoo (2018) define it as the spread of Korean popular culture through entertainment, music, and lifestyle in a modern context. According to Sumiyati, in Hendayana & Afifah (2020), it is stated that the Korean Wave can be measured through several indicators, namely: (1) Understanding, which describes the extent to which individuals understand Korean cultures. (2) Attitude and Behavior, which is seen from how individuals respond to and apply Korean culture in their daily lives. (3) Perception, which shows individuals' ability to recognize and interpret information related to Korean culture.

E-WOM

According to Yulianto & Soesanto (2019), Electronic Word of Mouth (E-WOM) is a positive or negative statement regarding a product or company conveyed by consumers and disseminated through the internet. Adriyati & Indriani (2017) added that in the digital era, consumer reviews can be shared through blogs, discussion forums, review websites, and social media. Meanwhile, Laksmi & Oktafani (2016) also emphasized that E-WOM includes consumer experiences, whether from prospective customers, active customers, or former customers, shared online. According to Sachse and Mangold, in Adriyati & Indriani (2017), E-WOM can be measured through several indicators, namely: (1) Curiosity, Always seeking and reading reviews of previous consumers' experiences regarding a product or brand through the internet. (2) Consideration, Reading reviews from other consumers first before purchasing a product or brand to ensure that the choice is appropriate. (3) Social Interaction, Consulting with other consumers to determine the product or brand considered the most suitable. (4) Doubt Without Reviews, Feeling uneasy or doubtful if reviews from other consumers have not been read when planning to purchase a certain product or brand. (5) Information Search Activity, Actively gathering information from various online reviews before deciding to purchase a product or brand.

Brand Ambassador

According to Gita & Retno Setyorini, ST (2016), a Brand Ambassador functions as a symbol of brand identity to support marketing. Wardani & Santosa (2020) add that the role of celebrities as Brand Ambassadors can increase sales through the delivery of product information. Furthermore, Saraji et al. (2018) explain that Brand Ambassadors are selected to promote products and encourage consumer purchases. As a moderating variable, Lindasari et al. (2024) emphasize that Brand Ambassadors can strengthen or weaken the influence of the Korean Wave and E-WOM, while Sutrisno et al. (2024) affirm that this role provides added value and facilitates purchasing decisions. According to Lita & Cho, in Wardani & Santosa (2020), Brand Ambassadors have several indicators that can be used, namely: (1) Visibility, Shows the extent to which the celebrity is known by the public. The more people recognize the celebrity, the higher their level of visibility. (2)

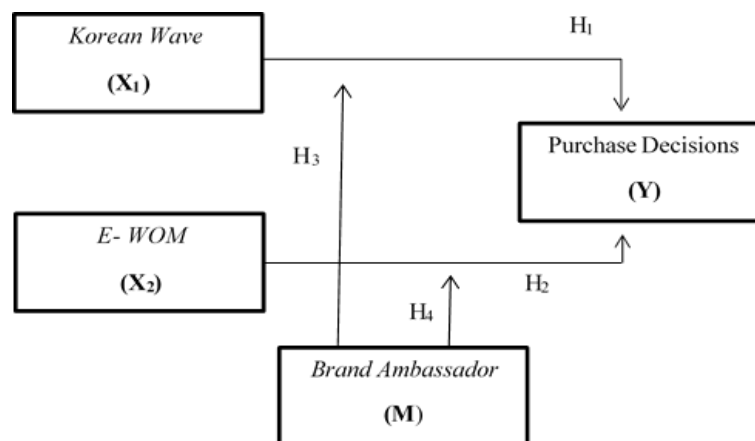
Credibility, Related to the celebrity's knowledge about the advertised product, covering two aspects: expertise in the product and objectivity in convincing consumers about the brand. (3) Attraction, Related to the celebrity's appeal, including the audience's level of interest and the similarity of personality between the celebrity and the brand. (4) Power, Refers to the celebrity's ability to influence the audience and encourage them to purchase the product.

Purchase Decisions

According to Kotler & Armstrong (2016), purchasing decisions are part of consumer behavior, which is the process of selecting, buying, using, and evaluating products or services to satisfy needs. Nurjanah and Jaya (2022) emphasize that purchasing decisions are influenced by factors such as quality, price, and product awareness. Meanwhile, Siswandi & Djawoto (2020) state that purchasing decisions occur after consumers process information related to products, prices, locations, and promotions, which then generate a response in selecting a particular product or brand. According to Kotler & Armstrong, in Satrio, D., dan Ambawani (2024), it is explained that in the process of purchasing a product, consumers form six indicators of purchasing decisions, namely: (1) Product Choice, The decision to choose a product is influenced by various factors relevant to consumer preferences. (2) Distributor Choice, Consumers select distribution channels based on convenience and trust in the seller or platform they choose. (3) Purchase Quantity, The number of products purchased depends on various considerations, such as needs and product availability. (4) Purchase Timing, Consumers consider the right time to make a purchase, depending on external factors such as promotions or trends. (5) Service, The quality of service provided by the seller or service provider can influence consumers' decisions to purchase. (6) Payment Method, Consumers choose the payment method that is most convenient and secure according to them, in accordance with the seller's or platform's policies.

Framework

According to Sugiyono (2019), a framework is a conceptual model of how theory relates to various factors that have been identified as important problems.



Picture 1. Framework

RESEARCH METHODOLOGY

Population

The population in this study is the entire community of Pandeglang Regency, which, according to the latest data in 2024, amounts to 1,325,960 people (679,150 males and 646,810 females) (Source: <https://banten.bps.go.id/id.>)

Sample

The sample selection was carried out based on the following criteria: (1) residing in Pandeglang Regency, (2) having made a purchase of products on Shopee, (3) being exposed to the Korean Wave phenomenon, and (4)

obtaining information about Shopee products through Electronic Word of Mouth (E-WOM). The research sample was determined using Slovin's formula with a 10% margin of error, resulting in a total of 100 respondents.

Types of research

The data used in this study are primary data, meaning they are obtained directly from the source. The data collection techniques were carried out in two ways: (1) internet research (online research) by accessing credible online sources such as official government websites, scientific journals, and news portals to obtain information regarding the Korean Wave phenomenon, E-WOM, and consumer behavior on Shopee; (2) questionnaires, which

are instruments in the form of written questions distributed to respondents via Google Forms to collect data that were subsequently analyzed statistically using SPSS.

Definition of variables

Variable operationalization is used to determine the type, indicators, and scale of variables relevant to the research, so that hypothesis testing using statistical tools can be conducted properly and in accordance with the title: The Influence of Korean Wave and E-WOM on Shopee Marketplace Product Purchase Decisions in Pandeglang Regency: Brand Ambassador as a Moderating Variable. Based on this research title, the variables in this study are as follows:

1. In this study, the independent variables (X1) are the Korean Wave, and (X2) is E-WOM (Electronic Word of Mouth).
2. The dependent variable (Y) is the variable influenced by the independent variables, often referred to as the outcome variable. In this research, the dependent variable is the Purchase Decision of Shopee Marketplace Products.
3. The moderating variable (Z) in this study is the Brand Ambassador, which refers to individuals or celebrities who promote products and influence consumer perceptions, thereby potentially strengthening or weakening the effect of the Korean Wave and E-WOM on purchase decisions.

Data analysis techniques

1. Descriptive Analysis

According to Ghozali (2018), descriptive statistics are used to provide an overview or description of data based on the minimum value, maximum value, mean, and standard deviation. In this study, the data analyzed descriptively are related to the variables Korean Wave, Electronic Word of Mouth (E-WOM), Purchase Decision, and Brand Ambassador as a moderating variable.

2. Validity and Reliability Test

Validity testing is used to determine whether a questionnaire can accurately measure what it is intended to measure. According to Ghozali (2018), an instrument is considered valid if the questions posed are able to reveal the variable being studied. Reliability is a measure that indicates the extent to which a research instrument provides consistent results if the measurement is repeated. According to Ghozali (2018), reliability is a tool used to measure the consistency of a questionnaire that serves as an indicator of a variable or construct. A questionnaire is considered reliable if respondents' answers are consistent or stable over time.

3. Regression Equation Test

Multiple Linear Regression Analysis is used to determine whether there is an influence of the independent variables, namely the Korean Wave and Electronic Word of Mouth (E-WOM), on the dependent variable, which is the Purchase Decision of Shopee Marketplace Products.

4. Moderated Regression Analysis (MRA)

According to Ghozali (2018), Moderated Regression Analysis (MRA) is a regression analysis technique used to test the influence of a moderating variable, namely the Brand Ambassador, on the relationship between the Korean Wave and Electronic Word of Mouth (E-WOM) and the Purchase Decision of Shopee Marketplace Products.

5. Simple Correlation Coefficient Analysis

To determine the relationship between each independent variable and the dependent variable individually, simple correlation coefficient analysis (Pearson Product Moment) is used. This analysis is employed to measure the strength and direction of the relationship between two variables, namely one independent variable and one dependent variable.

6. Coefficient of Determination Analysis

The coefficient of determination is used to determine the extent to which the independent variables, namely the Korean Wave (X1) and E-WOM (X2), jointly influence the Purchase Decision of products on the Shopee Marketplace (Y).

7. Hypothesis Testing

The t-test analysis is used to determine whether the influence of the Korean Wave and E-WOM on the Purchase Decision of products on the Shopee Marketplace is significant or not.

RESULTS AND DISCUSSION

Data Quality Test Results

1. Descriptive Analysis

Tabel 2. Descriptive Statistics Test Results

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X1	100	17.00	50.00	43.1300	4.09892
X2	100	31.00	50.00	43.9300	2.59080
Y	100	33.00	50.00	44.0800	2.47688
M	100	30.00	50.00	43.7900	3.57402
Valid N (listwise)	100				

Source: Output Results SPSS 25

- The Korean Wave variable had 100 respondents, with a mean score of 43.1300, a maximum value of 50, a minimum value of 17, and a standard deviation of 4.09892. This indicates that respondents' perceptions of the Korean Wave are generally high. Most respondents have a positive view of the phenomenon. However, there are differences in how respondents assessed it, showing some variability in opinions.
- The E-WOM variable had 100 respondents, with a mean score of 43.9300, a maximum value of 50, a minimum value of 31, and a standard deviation of 2.59080. This indicates that respondents' perceptions of E-WOM fall into a high category. Most respondents gave positive assessments of information obtained through reviews, comments, and user testimonials. These perceptions are also relatively consistent, as the variation in responses is small. Therefore, it can be concluded that respondents' evaluations of E-WOM are generally positive and evenly distributed.
- The Purchase Decision variable had 100 respondents, with a mean score of 44.0800, a maximum value of 50, a minimum value of 33, and a standard deviation of 2.47688. This indicates that respondents provided relatively high assessments of purchase decisions, with perceptions that are almost uniform.
- The Brand Ambassador variable had 100 respondents, with a mean score of 43.7900, a maximum value of

50, a minimum value of 30, and a standard deviation of 3.57402. This indicates that respondents' perceptions of Brand Ambassadors are generally high, with a relatively low level of variation in responses.

Respondent Characteristics

Tabel 3. Respondent Characteristics Based on Gender

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	19	19.0	19.0	19.0
	Female	81	81.0	81.0	100.0
	Total	100	100.0	100.0	

Source: Output Results SPSS 25

Based on the table and chart above, it is known that the majority of respondents are female, totaling 81 people or 81% of the 100 respondents. Meanwhile, male respondents numbered 19 people or 19%. Thus, participation in completing the questionnaire was predominantly from female respondents. This indicates that the level of female involvement in this study was higher than that of males. This condition suggests that females were more dominant in providing responses, so the research results are likely largely influenced by the perspectives of female respondents.

Tabel 4. Respondent Characteristics Based on Age

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 17 years	7	7.0	7.0	7.0
	17-25 years	82	82.0	82.0	89.0
	26-35 years	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

Source: Output Results SPSS 25

From the table and chart above, it can be seen that the majority of respondents are aged 17–25 years, totaling 82 people or 82% of all respondents. Meanwhile, 11 respondents or 11% fall into the 26–35 age group, and the remaining 7 respondents or 7% are under 17 years old. This indicates that the respondents in this study were dominated by individuals categorized as young and productive. Most respondents are within an age range that is generally active in consumption activities, particularly in using marketplaces. This condition also suggests that the young age group plays a significant role in influencing the research results related to purchase decisions.

2. Validity Test

Tabel 5. Statement Item Validity (X1)

No	r-hitung	r-tabel	keterangan
1	0,631	0,195	valid
2	0,546	0,195	valid
3	0,536	0,195	valid
4	0,611	0,195	valid

5	0,668	0,195	valid
6	0,738	0,195	valid
7	0,687	0,195	valid
8	0,585	0,195	valid
9	0,596	0,195	valid
10	0,683	0,195	valid

Source: Processed Primary Data (2025)

Based on the validity test results for each statement item provided to 100 respondents, it was found that the 10 statement items for the Korean Wave variable (X1) had values above 0.195. This indicates that the calculated r-value ($r\text{-count} > r\text{-table}$), so all instruments used to measure the Korean Wave are considered valid. Some of the indicators used include interest in K-Pop and K-Drama, the influence of Korean trends on product selection, and the intensity of consuming Korean content on social media. Thus, these instruments are able to measure the Korean Wave variable representatively and can be used for further analysis.

Tabel 6. Statement Item Validity (X2)

No	r-hitung	r-tabel	keterangan
1	0,745	0,195	valid
2	0,736	0,195	valid
3	0,607	0,195	valid
4	0,716	0,195	valid
5	0,584	0,195	valid
6	0,512	0,195	valid
7	0,440	0,195	valid
8	0,458	0,195	valid
9	0,523	0,195	valid
10	0,470	0,195	valid

Source: Processed Primary Data (2025)

Based on the validity test results for each statement item provided to 100 respondents, it was found that the 10 statement items for the E-WOM variable (X2) had values above 0.195, where the calculated r-value ($r\text{-count} > r\text{-table}$). Therefore, the instrument is considered valid.

Tabel 7. Statement Item Validity (Y)

No	r-hitung	r-tabel	keterangan
1	0,583	0,195	valid
2	0,557	0,195	valid
3	0,713	0,195	valid
4	0,526	0,195	valid
5	0,452	0,195	valid
6	0,540	0,195	valid
7	0,640	0,195	valid
8	0,510	0,195	valid
9	0,553	0,195	valid
10	0,639	0,195	valid

Source: Processed Primary Data (2025)

Based on the validity test results above for each statement item of the Purchase Decision variable (Y), it was found that all 10 statement items had r-values ($r\text{-count} > r\text{-table}$) greater than the r-table value of 0.195. Therefore, all items are considered valid as they meet the established criterion, which is $r\text{-count} > r\text{-table}$.

Tabel 8. Statement Item Validity (M)

No	r-hitung	r-tabel	keterangan
1	0,697	0,195	valid
2	0,724	0,195	valid
3	0,323	0,195	valid
4	0,493	0,195	valid
5	0,573	0,195	valid
6	0,624	0,195	valid
7	0,750	0,195	valid
8	0,535	0,195	valid
9	0,549	0,195	valid
10	0,463	0,195	valid

Source: Processed Primary Data (2025)

Based on the validity test results for each statement item provided to 100 respondents, it was found that the 10 statement items for the Brand Ambassador (M) had results above 0.195, where the calculated r-value > r-table, so the instrument is declared valid.

3. Reliability Test

Tabel 9. Reliability Test *Korean Wave*

Reliability Statistics	
Cronbach's Alpha	N of Items
0.831	10

Source: Output Results SPSS 25

Based on the reliability test results above, it is known that the Cronbach's Alpha value is 0.831, which is greater than 0.70. Therefore, it can be concluded that the research instrument is reliable.

Tabel 10. Reliability Test *E-WOM*

Reliability Statistics	
Cronbach's Alpha	N of Items
0.790	10

Source: Output Results SPSS 25

Based on the reliability test results above, it is known that the Cronbach's Alpha value is 0.790, which is greater than 0.70. Therefore, it can be concluded that the research instrument is reliable.

Tabel 11. Reliability Test Purchase Decision

Reliability Statistics	
Cronbach's Alpha	N of Items
0.774	10

Source: Output Results SPSS 25

Based on the reliability test results above, it is known that the Cronbach's Alpha value is 0.774, which is greater than 0.70. Therefore, it can be concluded that the research instrument is reliable.

Tabel 12. Reliability Test *Brand Ambassador*

Reliability Statistics	
Cronbach's Alpha	N of Items
0.782	10

Source: Output Results SPSS 25

Based on the reliability test results above, it is known that the Cronbach's Alpha value is 0.782. This value is greater than the minimum threshold of 0.70, so it can be concluded that the research instrument used is reliable. This means that all statement items in the questionnaire have good internal consistency and can be trusted to measure the research variables. Thus, the instrument used is capable of providing stable results if repeated measurements are carried out under the same conditions.

4. Regression Equation Test

Tabel 13. Multiple Linear Regression Test Results X1

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	31.038	2.290		13.556	.000
	KOREAN WAVE	.302	.053	.500	5.722	.000

a. Dependent Variable: PURCHASE DECISION

Source: Output Results SPSS 25

It is known that the significance value of the Korean Wave variable is 0.000, which is smaller than the significance level of 0.05. Therefore, the author concludes that the Korean Wave variable has a significant influence on Purchase Decisions. This means that the Korean Wave has a considerable impact on increasing consumers' Purchase Decisions.

Tabel 14. Multiple Linear Regression Test Results X2

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.773	2.833		4.509	.000
	E-WOM	.713	.064	.745	11.070	.000

a. Dependent Variable: PURCHASE DECISION

Source: Output Results SPSS 25

It is known that the significance value of the E-WOM (Electronic Word of Mouth) variable is 0.000, which is smaller than the significance level of 0.05. Therefore, the author concludes that the E-WOM variable has a significant influence on Purchase Decisions. This means that the higher the quality or influence of E-WOM, the greater the likelihood that consumers will make purchase decisions.

Tabel 15. Multiple Linear Regression Analysis R Square

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749 ^a	.561	.552	1.65708
a. Predictors: (Constant), E-WOM, Korean Wave				

Source: Output Results SPSS 25

Based on the Model Summary table, it is known that the relationship between the Korean Wave (X1) and E-WOM (X2) on Purchase Decisions (Y), calculated using the correlation coefficient, shows an R Square value of 0.561. This means that the relationship between the Korean Wave (X1) and E-WOM (X2) on Purchase Decisions (Y) is 56.1%.

5. Moderated Regression Analysis (MRA)

Tabel 16. Moderated Regresi Analisis (MRA)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.967	3.175		5.344	.000
	X1	.847	.297	1.401	2.853	.005
	X2	-.312	.310	-.326	-1.005	.317
	X1M	-.023	.008	-2.564	-2.915	.004
	X2M	.025	.008	2.201	3.189	.002
a. Dependent Variable: Y						

Source: Output Results SPSS 25

- The significance value of the interaction variable between the Korean Wave (X1) and Brand Ambassador (M), namely X1M, is 0.004 (< 0.05). This means that the Brand Ambassador moderates the influence of the Korean Wave on Purchase Decisions. Thus, the stronger the role of the Brand Ambassador, the more the influence of the Korean Wave on Purchase Decisions can increase or change significantly.
- The significance value of the interaction variable between E-WOM (X2) and Brand Ambassador (M), namely X2M, is 0.002 (< 0.05). This indicates that the Brand Ambassador also moderates the influence of E-WOM on Purchase Decisions. This shows that the presence of a Brand Ambassador can strengthen or weaken the effect of E-WOM on consumers' purchase decisions.

6. Simple Correlation Coefficient Analysis

Tabel 17. Simple Correlation Coefficient Korean Wave

Correlations			
		KOREAN WAVE	PURCHASE DECISION
KOREAN WAVE	Pearson Correlation	1	.500**
	Sig. (2-tailed)		.000
	N	100	100

PURCHASE DECISION	Pearson Correlation	.500**	1
	Sig. (2-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Output Results SPSS 25

Based on the table above, the correlation coefficient value of the Korean Wave is 0.500. According to the correlation interpretation guidelines, this value falls within the range of 0.400–0.599, which means that the level of the relationship between the Korean Wave and Purchase Decisions is considered moderate.

Tabel 18. Simple Correlation Coefficient E-WOM

Correlations			
		E-WOM	PURCHASE DECISION
E-WOM	Pearson Correlation	1	.745**
	Sig. (2-tailed)		.000
	N	100	100
PURCHASE DECISION	Pearson Correlation	.745**	1
	Sig. (2-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Output Results SPSS 25

Based on the table above, the correlation coefficient value of E-WOM is 0.745. According to the correlation interpretation guidelines, this value falls within the range of 0.600–0.799, which means that the level of the relationship between E-WOM and Purchase Decisions is considered strong.

7. Coefficient of Determination Analysis

Tabel 18. Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749 ^a	.561	.552	1.65708
a. Predictors: (Constant), E-WOM, Korean Wave				

Source: Output Results SPSS 25

From the table above, it can be seen that the R Square value is 0.561, indicating that 56.1% of the variation in Purchase Decisions can be explained by the Korean Wave and E-WOM, while the remaining 43.9% is influenced by other factors outside the research model. Therefore, it can be concluded that with an R Square value approaching 1 at 0.561, the researcher states that in this Coefficient of Determination test, the Korean Wave and E-WOM have a considerable influence on Purchase Decisions.

8. Hypothesis Testing

Tabel 19. Hypothesis Testing Results X1

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	31.038	2.290		13.556	.000
	KOREAN WAVE	.302	.053	.500	5.722	.000

a. Dependent Variable: PURCHASE DECISION

Source: Output Results SPSS 25

It is known that the significance value of the Korean Wave variable is 0.000, which is smaller than the significance level of 0.05. Therefore, the author concludes that the Korean Wave variable has a significant influence on Purchase Decisions. This means that the Korean Wave has a considerable impact on increasing consumers' Purchase Decisions.

Tabel 20. Hypothesis Testing Results X2

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.773	2.833		4.509	.000
	E-WOM	.713	.064	.745	11.070	.000

a. Dependent Variable: PURCHASE DECISION

Source: Output Results SPSS 25

It is known that the significance value of the E-WOM (Electronic Word of Mouth) variable is 0.000, which is smaller than the significance level of 0.05. Therefore, the author concludes that the E-WOM variable has a significant influence on Purchase Decisions. This means that the higher the quality or influence of E-WOM, the greater the likelihood that consumers will make purchase decisions.

Tabel 16. Moderated Regresi Analisis (MRA)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.967	3.175		5.344	.000
	X1	.847	.297	1.401	2.853	.005
	X2	-.312	.310	-.326	-1.005	.317
	X1M	-.023	.008	-2.564	-2.915	.004
	X2M	.025	.008	2.201	3.189	.002

a. Dependent Variable: Y

Source: Output Results SPSS 25

- c. The significance value of the interaction variable between the Korean Wave (X1) and Brand Ambassador (M), namely X1M, is 0.004 (< 0.05). This means that the Brand Ambassador moderates the influence of the Korean Wave on Purchase Decisions. Thus, the stronger the role of the Brand Ambassador, the more the

influence of the Korean Wave on Purchase Decisions can increase or change significantly.

- d. The significance value of the interaction variable between E-WOM (X2) and Brand Ambassador (M), namely X2M, is 0.002 (< 0.05). This indicates that the Brand Ambassador also moderates the influence of E-WOM on Purchase Decisions. This shows that the presence of a Brand Ambassador can strengthen or weaken the effect of E-WOM on consumers' purchase decisions.

CONCLUSION

Conclusion

- 1) The significance value of the Korean Wave variable (X1) is $0.000 < 0.05$. Therefore, the author concludes that the Korean Wave variable has a significant effect on the Purchase Decision variable (Y).
- 2) The significance value of the E-WOM variable (X2) is $0.000 < 0.05$. Therefore, the author concludes that the E-WOM variable has a significant effect on the Purchase Decision variable (Y).
- 3) The significance value of the interaction variable between the Korean Wave and Brand Ambassador (X1M) is $0.004 < 0.05$. Therefore, the author concludes that the Brand Ambassador variable moderates the influence of the Korean Wave on the Purchase Decision variable.
- 4) The significance value of the interaction variable between E-WOM and Brand Ambassador (X2M) is $0.002 < 0.05$. Therefore, the author concludes that the Brand Ambassador moderates the influence of E-WOM on the Purchase Decision variable.

Suggestion

Based on the conclusions above, the suggestions that can be given in this study are:

1. For Shopee and other digital business actors

It is recommended to continue leveraging the Korean Wave phenomenon and Electronic Word of Mouth (E- WOM) as digital marketing strategies, as they have been proven to positively influence Purchase Decisions. Shopee can optimize this strategy through collaborations with trending Korean cultural content and actively managing customer reviews and testimonials, both by encouraging positive reviews and responding appropriately to negative feedback.

2. For Shopee regarding the use of Brand Ambassadors

The research results show that Brand Ambassadors can moderate the influence of the Korean Wave and E- WOM on Purchase Decisions. Therefore, the selection of Brand Ambassadors should be more selective, considering public figures who are not only popular but also relevant to local consumer needs and preferences. The Brand Ambassador communication strategy should be integrated with digital marketing content to enhance promotional effectiveness.

3. For consumers

It is expected that they make wiser Purchase Decisions by utilizing information from peer reviews (E-WOM) and considering promotional factors influenced by both the Korean Wave and Brand Ambassadors. This way, consumers can make more rational decisions that match their needs, minimizing the risk of post-purchase dissatisfaction.

4. For future researchers

It is hoped that this study can be further developed by adding other variables that also affect Purchase Decisions. Additionally, expanding the study to cover broader regions and respondent segments can provide a more comprehensive overview.

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