

ABSTRACT

Calista Amanda Linardi (01011180066)

BEAUTY AND CELEBRITY: KOREAN ENTERTAINMENT AND IMPACTS ON INDONESIAN VIEWERS CONSUMPTION INTENTIONS

(xii + 153 pages; 10 figures; 45 tables and 4 appendices)

The entertainment industry is a place for a brand to get the full attention of the audience. In attracting the attention of the audience, audience involvement is needed. A deep interest in celebrities is referred to as glorification of celebrities. This study was conducted to understand the phenomenon of Mediheal's downgrade. The purpose of this study is to build adoption theories and models to explore the relationship between behavioral involvement, emotional involvement, referential reflection, entertainment – social, intense – personal, brand awareness, perceived product quality, and fulfill their influence on purchase intentions and visits. meaning. This study uses quantitative methods and data collection techniques by distributing electronic questionnaires using a non-probability sampling method, namely purposive sampling. The sample taken for this study was 450 respondents. Data were obtained and analyzed using PLS - Structural Equation Modeling with SmartPLS analysis tool. In this study there are ten hypotheses, seven of which are significant and three are not significant. This study provides responses, research, and recommendations for further research.

Keywords: behavioral involvement, emotional involvement, referential reflection, entertainment – social, intense – personal, brand awareness, perceived product quality, purchase intention, and visit intention.

References: 133 (2000 – 2021)