

ACKNOWLEDGEMENT

The researcher would like to thank Jesus Christ for all the guidance and blessings in every step of the process in completing this Final Project entitled "Beauty and Celebrity: Korean Entertainment and Impacts on Indonesian Viewers Consumption Intentions". This final project was made to obtain a bachelor's degree at the Faculty of Economics, Pelita Harapan University, Karawaci. The researchers realize that this undergraduate study and the final project will not be completed without the support and guidance from various parties. So, on this occasion, the researcher would like to express his deepest gratitude to:

1. Mrs. Dra. Gracia Shinta Ugut, M.Ba., Ph.D. as the Dean of Faculty of Economics Universitas Pelita Harapan
2. Ms. Vina Christina Nugroho, S.E., M.M as the Head of Management
3. Mrs. Prof. Dr. Sabrina Oktaria Sihombing, S.E., M.Bus as the supervisor who has given time, guidance, input, and advice to the author in completing this Final Project.
4. Mr. Danet Arya Patria, S.E., M.B.A., as academic advisor who always helps and supports academics
5. All lecturers who have taught researchers during their studies at Pelita Harapan University.
6. Staff of the Faculty of Economics and Business who have assisted in the administrative process while studying at Pelita Harapan University.
7. To both parents and research siblings who always provide motivation and prayers to the author during the lecture period at Pelita Harapan University.
8. To Evelyn Elicia, Gloria Herliana Gunawan, Joanna Clarissa Surjadi, Juan Kenny, Kristy Emilia, Nisyal Priyanka, Regina Emmanuela Arvy Siregar, Shevilla Charmay, Valencia, Veren Aeriela, who have always supported and helped researchers from the beginning of college to the end of this thesis. Moments with you are very valuable for researchers

9. To Angelica Wijaya, Ericko Grady, Karen Caroline, and other guidance friends, as comrades in arms in doing the final project and always providing support during the writing of this final project.
10. All parties whose names cannot be mentioned one by one who are involved in the completion of the final project.

This final project is still far from perfect. Therefore, the writer expects constructive criticism and suggestions from the readers to improve all the shortcomings in the preparation of this Final Project. Finally, the writer hopes that this final project will be useful for readers and other interested parties.

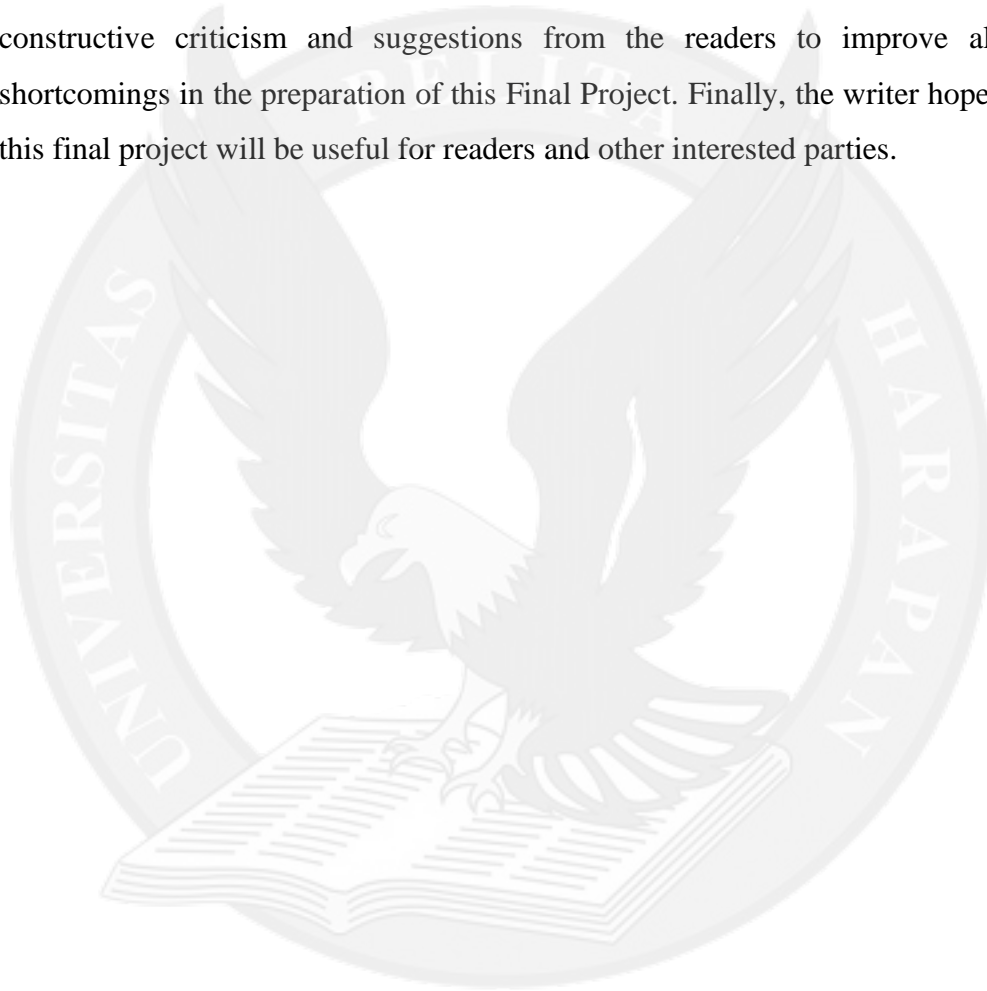


TABLE OF CONTENT

COVER	
FINAL ASSIGNMENT STATEMENT AND AGREEMENT	
THESIS APPROVAL	
ABSTRACT	v
ACKNOWLEDGEMENT	vi
TABLE OF CONTENT	vii
LIST OF TABLES	
LIST OF FIGURES	
CHAPTER 1 INTRODUCTION	
1.1 Research Background	1
1.2 Research Questions	10
1.3 Research Objectives	11
1.4 Research Contribution	12
1.4.1 Contribution of Theory	13
1.4.2 Practical Contribution	15
1.5 Research Scope	17
1.6 Research Outline	17
CHAPTER II LITERATURE REVIEW	
2.1 International Business	20
2.2 Consumer Behavior	22
2.3 Theory of Reasoned Action	24
2.4 Purchase Intention	25
2.5 Visit Intention	36
2.6 Behavioral Involvement	27
2.7 Emotional Involvement	27
2.8 Referential Reflection	28
2.9 Entertainment – Social	29
2.10 Intense – Personal	30
2.11 Brand Awareness	31
2.12 Perceived Product Quality	32
2.13 Relationship Between Hypotheses	33
2.13.1 Behavioral involvement and Intense -Personal	33
2.13.2 Emotional involvement and Entertainment – Social	33
2.13.3 Emotional Involvement and Intense – Personal	34
2.13.4 Referential Reflection and Entertainment – Social	35
2.13.5 Referential Reflection and Intense – Personal	35
2.13.6 Entertainment – Social and Brand Awareness	36
2.13.7 Intense – Personal and Brand Awareness	36
2.13.8 Brand Awareness and Perceived Product Quality	37
2.13.9 Perceived Product Quality and Purchase Intention	37

2.13.10 Perceived Product Quality and Visit Intention	38
2.13.11 Perceived Product Quality Mediates Brand Awareness and Purchase Intention	39
2.13.12 Perceived Product Quality Mediates Brand Awareness and Visit Intention	39
2.14 Research Models and Hypotheses	41

CHAPTER III RESEARCH METHOD

3.1 Research Paradigm	42
3.2 Quantitative Method	47
3.3 Types of Research Objectives	50
3.4 Units of Analysis	51
3.5 Operational and Conceptual Definitions	52
3.6 Measurement Scale	59
3.7 Data Collection Method	62
3.7.1 Questionnaire	64
3.7.2 Electronic Questionnaire	66
3.8 Data Collection Ethics	69
3.9 Retranslation with Modification	70
3.10 Population and Sample	71
3.10.1 Determination of the Number of Samples	71
3.10.2 Sampling Techniques	72
3.11 Data Analysis Method	74
3.11.1 Preparing Data for Analysis	74
3.11.1.1 Data Encoding	74
3.11.1.2 Editing Data	74
3.11.1.3 Transforming Data	75
3.11.2 Feeling the Data	75
3.11.2.1 Analyzing the Goodness of the Data	78
3.11.2.1.1 Reliability Test	78
3.11.2.2 Validity Test	81
3.14 Preliminary Study	84
3.15 Actual Study	84
3.15.1 Testing the Measurement Model	86
3.15.2 Evaluation of Structural Models in PLS-SEM	89
3.15.3 Structural Equation Model (SEM) Assumption Test	94
3.17. Mediation Test	94

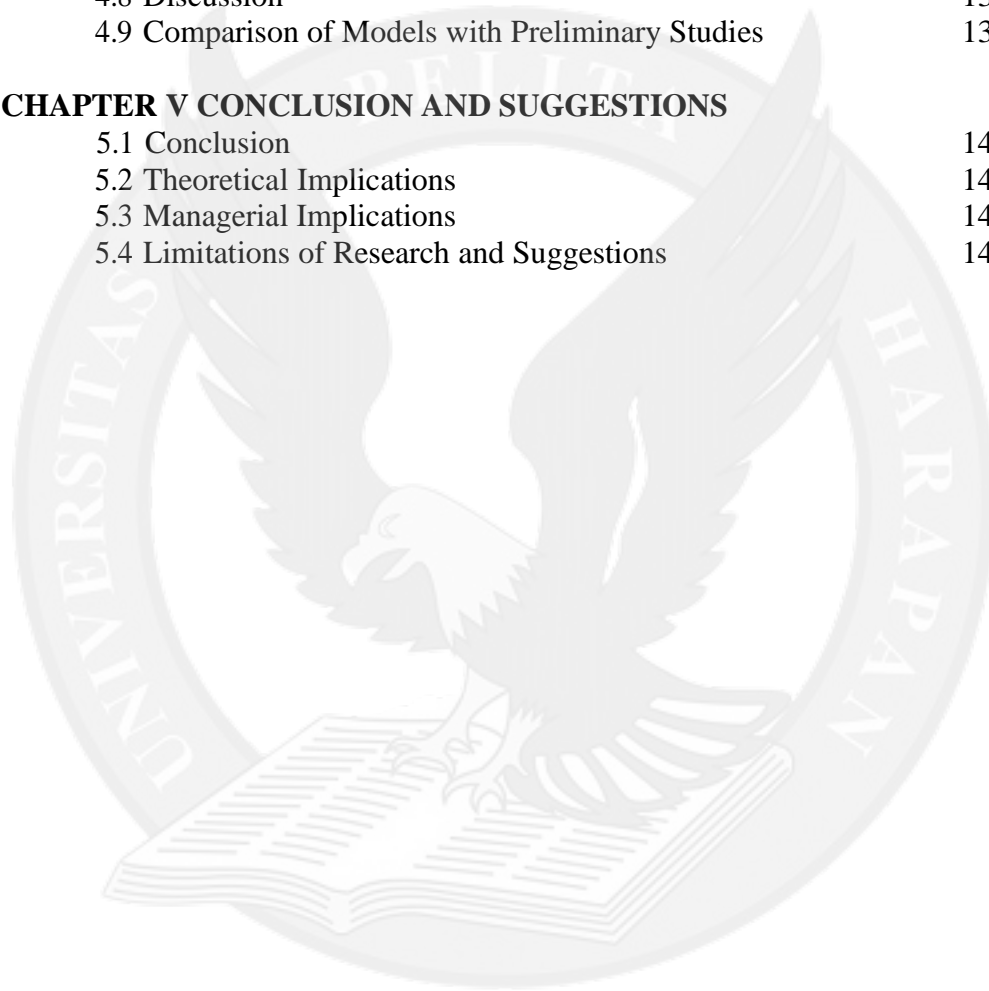
CHAPTER IV RESULT AND DISCUSSION

4.1 Preliminary Study Results	98
4.1.1 Preliminary Test Descriptive Statistics	98
4.2. Preliminary Data Goodness Test	100
4.2.1. Preliminary Test Reliability	100
4.2.2. Preliminary Test Validity	103
4.3 Actual Test Respondent Profile	107

4.4 Actual Study Results	109
4.4.1 Test Results Feel the Actual Study Data	109
4.4.2 Test the Goodness of the Data from the Actual Study	111
4.4.2.1 Actual Test Reliability	111
4.4.2.2 Actual Test Validity	113
4.4.3 Actual Study Normality Test	119
4.4.4 Multicollinearity Test	121
4.4.5 Goodness of Fit	122
4.5 Hypothesis Test	124
4.6 R – Square (R^2)	129
4.7 Mediation Test	132
4.8 Discussion	133
4.9 Comparison of Models with Preliminary Studies	139

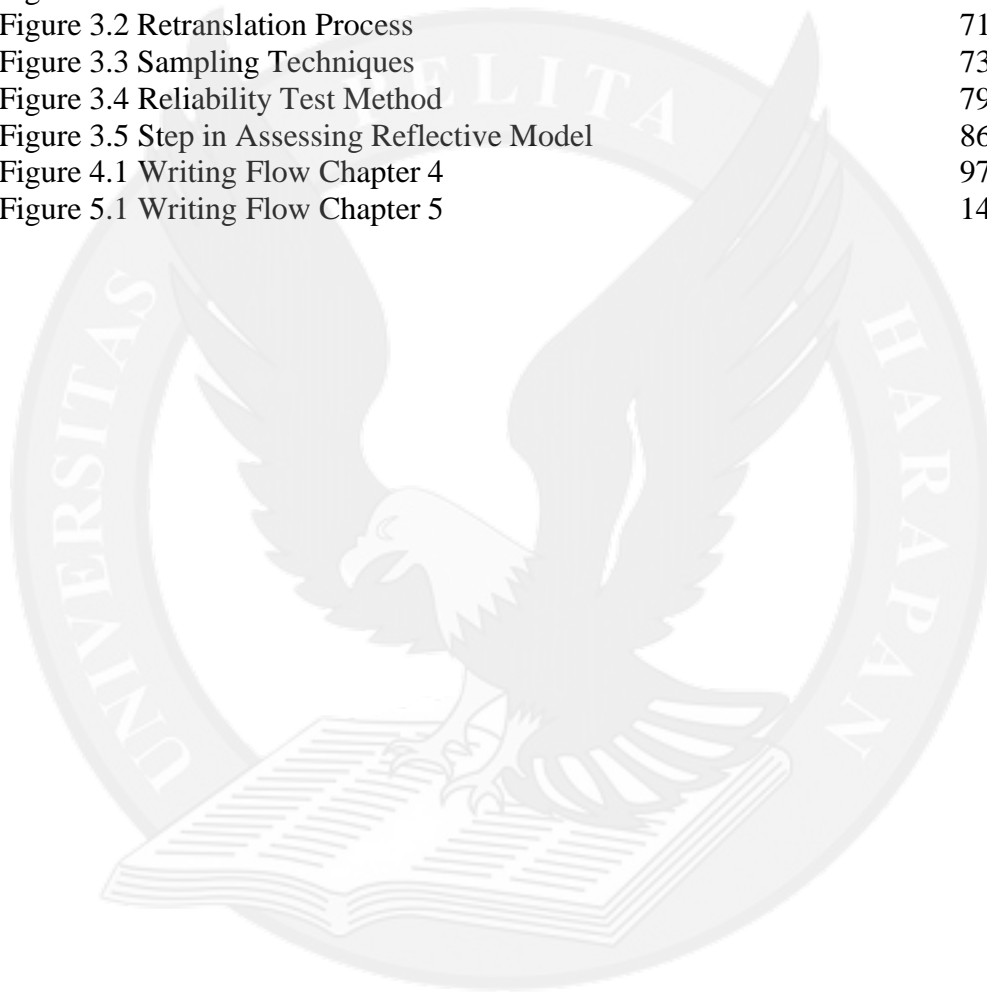
CHAPTER V CONCLUSION AND SUGGESTIONS

5.1 Conclusion	141
5.2 Theoretical Implications	143
5.3 Managerial Implications	145
5.4 Limitations of Research and Suggestions	148



LIST OF FIGURES

Figure 1.1 Writing Flow Chapter 1	1
Figure 2.1 Writing Flow Chapter 2	20
Figure 2.2 Research Model	41
Figure 3.1 Writing Flow Chapter 3	42
Figure 3.1 Data Collection Method	63
Figure 3.2 Retranslation Process	71
Figure 3.3 Sampling Techniques	73
Figure 3.4 Reliability Test Method	79
Figure 3.5 Step in Assessing Reflective Model	86
Figure 4.1 Writing Flow Chapter 4	97
Figure 5.1 Writing Flow Chapter 5	141



LIST OF TABLES

Table 1.1 Best Korean Boybands 2020	4
Table 1.2 Sales of Mediheal Sheet Mask Products in Indonesia	6
Table 1.3 Best Korean Sheet Masks in 2020	6
Table 1.4 Previous Research	9
Table 3.1 Explanation of each paradigm	46
Table 3.2 Quantitative and Qualitative	49
Table 3.3 Exploratory Research, Descriptive Research and Causal Research	50
Table 3.4 Units of Analysis	51
Table 3.5 Operational Definitions and Conceptual Definitions of Research	53
Table 3.6 Scale Difference	60
Table 3.7 Likert Scale	61
Table 3.8 Example of a Likert Scale	61
Table 3.9 Types of questionnaires and their advantages and disadvantages	65
Table 3.10 Types of Scale, Analysis, Methods and visual summary for variables	77
Table 3.11 Measurement of Reliability	81
Table 3.12 Validity test	83
Table 3.13 Criteria for PLS – SEM	88
Table 3.14 PLS Index – SEM	92
Table 3.15 Types of Mediation	95
Table 4.1. Preliminary Test Descriptive Statistics	99
Table 4.2 Preliminary Test Reliability	101
Table 4.3 Outer Loadings Preliminary Test Results	103
Table 4.4 AVE Preliminary Study	106
Table 4.5. Discriminant Validity Test Preliminary Study	107
Table 4.6 Profile of Respondents for Actual Test	108
Table 4.7 Descriptive Statistics of Actual Test	110
Table 4.8 Actual Test Reliability	112
Table 4.9 Outer Loadings Actual Test Results	114
Table 4.10 AVE Actual Study	116
Table 4.11 Discriminant Validity Test Actual Study	117
Table 4.12 Validity HTMT Test Actual Study	118
Table 4.12 Normality Test Actual Study	119
Table 4.13 Multicollinearity Test	121
Table 4.14 GOF Actual Study	122
Tabel 4.15 Fit Mode Actual Study	124
Table 4.16 Testing the Hypothesis of the Actual Study	125
Table 4.17 R- Square Actual Study	129
Table 4.18 R- Square Adjusted Value	131

Table 4.19 Mediation Test Results	133
Table 4.20 Comparison of Preliminary Study Models	139
Table 5.1 Managerial Implications	147

