

## THE CREDIBILITY OF CHOI SIWON IN INCREASING BRAND AWARENESS AND INTEREST IN BUYING MIE SEDAAP

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**Abstrak.** Masuknya Halyu Korea ke Indonesia membuat masyarakat Indonesia menjadi penggemar KPOP, dan membuat PT Wings Food memanfaatkan penggemar KPOP untuk mendapatkan atensi pembelian dengan menjadikan Choi Siwon sebagai *brand ambassador* dari produk mereka yakni Mie Sedaap varian *Korean Spicy Chicken*. Penelitian ini bertujuan untuk mengetahui apakah *brand awareness* dari produk Mie Sedaap memediasi hubungan antara kredibilitas Choi Siwon dan menaikkan minat beli penggemar KPOP. Teori yang digunakan ialah Teori Kredibilitas Sumber. Penelitian ini menggunakan Teknik *Random Sampling* dan disebarkan kepada 100 responden yang nantinya akan dihitung menggunakan Skala Likert dengan cara regresi linier berganda. Hasil penelitian ini menunjukkan *brand awareness* Mie Sedaap varian *Korean Spicy Chicken* berhasil memediasi hubungan antara kredibilitas Choi Siwon dan minat beli penggemar KPOP.

**Kata kunci:** Choi Siwon, Mie Sedaap, *Brand Awareness*, mediasi

**Abstract.** *The entry of the Korean Wave to Indonesia certainly attracted the Indonesian people to become KPOP fans, and this was used by PT Wings Food to attract the interest of KPOP fans to attract their buying interest by making Choi Siwon a representative icon of their product, namely Mie Sedaap, the Korean Spicy Chicken variant. This research was conducted to find out whether the brand awareness of the Mie Sedaap product, the Korean Spicy Chicken variant, is able to mediate Choi Siwon's credibility in increasing the buying interest of KPOP fans. The theory used is the Source Credibility Theory. This research was conducted using a random sampling technique which was distributed to 100 people and calculated using a Likert scale with multiple linear regression analysis. The result obtained is that brand awareness of the Mie Sedaap product, the Korean Spicy Chicken variant, is able to mediate the relationship between Choi Siwon's credibility and also the buying interest of KPOP fans.*

**Keyword:** Choi Siwon, Mie Sedaap, Brand Awareness, mediated

### 1. Introduction

In this increasingly advanced era, of course technology plays an important role in carrying out all activities as well as human activities. This is inseparable from the world of work, one of which is in business where companies compete with each other to market the products they create to the public. They try to take

advantage of technology in order to market their products so they can be remembered by the public. Entrepreneurs are competing so that their products can sell well and also become top of mind so that their products sell well in the market, the way they do to attract attention is by using brand ambassadors as iconic representations of

their products. The choice of an icon to represent a product cannot be arbitrary, because later it will be the icon that will influence whether the product is remembered by the public or not, so the icon must be a person with high integrity so that people can trust the advertised product. If the representation of a product is a well-known person, has good credibility, then the level of public trust in the advertised product will be high. And if the representation of the product is not a person who lacks integrity, then the public will not trust or even want to buy the product. Therefore, credibility regarding something is very important because it relates to the trust that other people have.

Technological developments in the current era have made it easier for people to carry out all activities. Technology is moving forward with the passage of time making information accessible quickly and easily, not only regarding information obtained from within the country, but information globally can be obtained through today's cutting-edge media such as online media and electronic media. And because of this technological advancement, cultures from abroad such as American, Chinese, Japanese and South Korean cultures enter Indonesia and show that there is an influence that arises in people's lives today, such as how to dress, lifestyle, interest in music, electronics and food. This certainly creates a feeling of liking something in people's minds, and not just one or two people, but lots of them so that it can be called an association or better known as a fandom. Fandom itself has the meaning as a group of

subcultures that unite based on liking the same thing. Examples of quite well-known fandoms are fandoms who like anime, fandoms who like cartoons, and also fans of Korean pop music, or what is often known as KPOP.

The phenomenon of the Korean Wave, which is currently rife throughout the country, is used by several Indonesian companies to make a profit by working with Korean artists and making these artists as iconic representations of their products. One of the products they have is Mie Sedaap, an instant noodle with various flavors, one of which has just presented the Korean Spicy Chicken variant by hooking up an idol from South Korea, Choi Siwon who is a member of the boy group "Super Junior" as the icon of the product.

The choice of someone to be used as an icon in an advertisement certainly cannot be arbitrary, because the icon is expected to be able to bring the product they are advertising to be able to face problems that arise in the future. So that the icon of a product must be someone who is well known by the public, both in their field and related to the advertised product, has a strong appeal, and is able to be trusted by the public so that the credibility of the icon or product advertised has high value. The selection of an icon as a representative of a product is also an effort to increase brand awareness among the public because competition with similar products is also getting tougher. Companies compete to attract public attention and interest, trying to make their products known and remembered in people's minds. This is what underlies the selection of Siwon

"Super Junior" as a representative icon for the Mie Sedaap product, the Korean Spicy Chicken variant.

From here the researcher is interested in discussing the role of Siwon "Super Junior" in building brand awareness and interest in buying Mie Sedaap among KPOP fans. And also what makes this research different from previous research is the existence of variables that mediate other variables, namely Brand Awareness mediates the relationship between Source Credibility (Variable X) owned by Siwon "Super Junior" and also Purchase Interest from KPOP fans, also the theory used in this study is also different, namely the Source Credibility Theory.

This research was conducted with the aim of knowing whether Siwon "Super Junior" credibility can increase brand awareness and interest in buying Mie Sedaap Korean Spicy Chicken products among KPOP fans. As well as knowing the mediating role of brand awareness in the relationship between source credibility and purchase intention.

The researcher hopes that this research can provide additional references for similar research that will be carried out in the future, especially in the field of communication science and related to the theory of source credibility, brand awareness, and purchase intention.

## 2. Literature Review

### Advertisement

The initial word advertising emerged from the Greek language which means "delivering people as ideas", which is interpreted more

deeply as an activity which is carried out to bring ideas, services, or goods that are paid for by certain sponsors. (Lukitaningsih, 2013) Advertising has a meaning as an activity carried out by an individual or a group of people to introduce something by using a medium as a tool to carry out their activities.

According to (Lukitaningsih, 2013) to understand how advertising works, there are several characteristics that must be known. The characteristics of advertising as follows:

1. General Presentation.

Advertising is a fairly common way of communicating.

2. Widespread.

Advertising is an intermediary that disseminates messages widely that may be able to replay the same message many times so that advertisements influence buyers in purchasing decisions, also comparing these advertisements with other competitors.

3. Strong Expression.

Advertising provides a forum for the market to express and promote their goods through imagery, sound, as well as art that is as attractive as possible in order to attract public attention.

4. Not Personal.

Advertising certainly does not pressure the audience to understand and understand the contents of the advertisement, because advertising is one-way and monologue so it does not force the public to know the message being conveyed.

### Source Credibility

According to Hovland and Kelly (Umeogu, 2012) states that the credibility of the source affects someone in believing something. The more credible a person is in conveying something or introducing something, the higher the level of trust of other people will be. And vice versa, if the person is considered not good enough or in other terms has a low level of credibility, then the level of trust of other people will be low in conveying something.

Jalaludin Rachmat (Winoto, 2016) also said that there are 3 (three) important components in source credibility. That is:

1. Expertise, which is the description that the communicant has when listening to messages from the communicator who is able to influence them.
2. Able to be trusted (Trustworthiness) where the description that the communicant has about the personality of the communicator related to good things.
3. Attractiveness, where the scope of the communicator's attractiveness includes physical and non-

physical influences on the communicant.

### Brand Awareness

Brand awareness has the meaning as a skill that consumers can do when they recognize and are able to remember a product being marketed. Brand awareness has a close relationship with the product being marketed and also so that it can get more attention in the minds of consumers so that it can be remembered in their minds.

According to Aaker (Fajariah et al., 2016) there are 4 (four) types of brand awareness levels, including Unaware of Brand, Brand Recognition, Brand Recall, and Top of Mind. Unaware of Brand itself is the lowest stage, where consumers do not know and are still not aware of a brand. In order to proceed to the next stage, it is necessary to carry out proper promotion by the company so that it can be recognized by the public. The second is brand recognition, where consumers begin to become aware of the existence of the product. Third is brand recall, where this moment is a position when consumers have started to remember a product, and have a high probability of buying that product compared to other competitors. And finally at the top there is top of mind, which when it is at this stage the consumer always remembers the product and will continue to use the product continuously because it has been trusted and is already known in the minds of the public. In fact, this level is indeed successful in building brand awareness (Dass and Janson in Fajariah et al., 2016)

## Purchase Intention

Purchase intention is an individual's desire or desire to obtain a product or service offered by buying. In other words, purchase intention is influenced by other aspects so that consumers think about buying the product (Shao et al., 2004). According to Kelly (in Younus et al., 2015) a purchase decision is influenced by various factors. (Witt & Bruce, 1972) states that purchasing decisions by consumers are based on a group of brands that are well known to many people and are often purchased by other consumers so that they often do not buy brands they do not know and tend to designate products with popular brands to buy.

According to Ferdinand (2002) (Nugroho & Irena, 2017) there are four factors that influence buying interest, including:

1. Transactional Intention, namely the interest of an individual in buying a product.
2. Preferential Intention, is a person's primary interest in a particular product.
3. Referential intention, is a person's tendency to give recommendations to others.
4. Explorative Intention, is a person's behavior in seeking positive information about a product.

## Hypothesis

The hypothesis is the temporary result regarding the formulation of the problem in a study (Sugiyono, 2012). The results of the hypothesis obtained from the theoretical basis as well as

previous research that has been described above are:

1. H1: There is an influence of source credibility on increasing brand awareness.
2. H2: There is an influence of source credibility on increasing buying interest.
3. H3: Brand awareness mediates the relationship between source credibility and purchase intention.

## 3. Methods

In this study, a quantitative approach was used with this type of explanatory research, namely research that looked at the causal relationship between the research variables, namely source credibility (X), brand awareness (Z), and purchase intention (Y) of the Mie Sedaap product, the Korean Spicy variant. Chicken. The survey method used to carry out this research is a questionnaire as a research data collection tool.

The technique that the researcher used to carry out this research was to be able to clearly collect data and information using a questionnaire. The questionnaire itself is a technique used in data collection by means of which the researcher provides written questions addressed to the respondents for them to answer (Sugiyono, 2012). In this study, a questionnaire will be distributed by providing a number of questions with answers in the form of multiple choices, using a Likert scale. Questionnaires were distributed to KPOP fans who are fans of "Super Junior" Siwon and follow the @elfindonesiacom account on Twitter. With a Likert scale, a score of 1 to 5 will be used for each of the alternative

answers. This method is carried out to obtain accurate results and data about how much influence the credibility of "Super Junior" Siwon's source has in increasing brand awareness in the eyes of his fans.

This research was conducted by distributing questionnaires in order to obtain the information and data needed to obtain the results of this research. The population taken is followers of the @elfindonesiacom account on social media Twitter, which is 44,800 followers. This study uses a probability sampling technique because the parties used as samples are random so they have the same opportunity. (Sugiyono, 2012).

The probability sampling technique that was finally chosen by the researcher was the simple random sampling technique. The simple random sampling technique itself is a technique for collecting data that is carried out randomly so that every individual in the population gets the same opportunity (Sugiyono, 2012).

The simple random sampling technique was used in this study because everyone can be used as a sample in this study as long as they are followers of the Twitter account @elfindonesia.

As for calculating the amount to find out the representative sample size, it can be used with the Slovin Formula as follows:

$$n = \frac{N}{1 + Ne^2}$$

N = Total population

n = Number of samples

d = Desired level of accuracy 10%

From this formula it can be seen that the size of the sample population, which reaches 44,800 people, is with an accuracy rate of 10% as follows:

So the number of samples to be used for this research is 100 people. Data collection was carried out by distributing questionnaires to followers from the Twitter account @elfindonesia. The questionnaire was distributed in the form of a link from the Google form. Furthermore, if data has been collected from 100 respondents, data analysis is carried out.

### Mediation Test

There are various kinds of mediation tests, but for this study the sobel test was used. The Sobel test is used in order to know the effect of the mediator variable, namely the Z variable or brand awareness. This Sobel test is carried out by testing how much influence the independent variable (X) has on the dependent variable (Y) through the intervening variable which in this study is variable (Z). The indirect effect of X on Y through Z can be seen by multiplying the variable  $X \rightarrow Z$  (a) with the variable  $Z \rightarrow Y$  (b) or (ab).

### Multiple Linear Regression Analysis

The purpose of using this analysis is to be able to determine the effect of the independent variables on the dependent variable. The independent variable in this study is the credibility of the source (Siwon "Super Junior") and the dependent variable Brand Awareness. Furthermore, the analysis uses the following equation formula;

$$Y = a + b^1X1 + b2X2 + e$$

Information:

a : Constant

Y : Interest to buy

b1 : Regression coefficient X1

X1 : Source credibility

b2 : Regression coefficient X2

X2 : Brand Awareness e : error

To perform this calculation, the researcher used the SPSS 26 application. In addition, to see the presence of mediating variables, the Sobel Test is used, the application of which is available online.

#### 4. Result and Discussion

This study discusses how much the influence the credibility of Siwon "Super Junior" as a representative icon of the Mie Sedaap product Korean Spicy Chicken variant has on brand awareness as well as the buying interest of KPOP fans and determines whether brand awareness mediates the influence of the credibility of Siwon "Super Junior" on purchase intention KPOP fans. It is undeniable that the flow of the Korean Wave is increasingly coming to Indonesia from year to year, starting from drama series, entertainment programs, as well as through songs popularized by artists from South Korea who are often known as KPOP. This invites some people to be fond of Korean things, including also liking KPOP and they label themselves as KPOP fans. KPOP fans are willing to spend a lot of money to buy goods that smell like their idols, which fact is used by business people to make a profit, such as PT Wings Food, one of them.

PT Wings Food as the company for Mie Sedaap products saw how rampant KPOP fans were in Indonesia and saw the great potential that their trademark would become more and more widely

known, finally hooking up Choi Siwon who is a member of a boy group from South Korea called "Super Junior". Super Junior has existed in the South Korean industry for 17 years from 2005 to the present. The boy group "Super Junior" is also one of the first boy groups to become famous in Indonesia, with the position of the face of the group filled by Siwon, so many KPOP fans in Indonesia know who Siwon "Super Junior" is. Another reason PT Wings Food chose Siwon "Super Junior" as the representative icon for the Mie Sedaap product, the Korean Spicy Chicken variant, is the credibility that this man has. Not only exists as the face of the boy band "Super Junior" but Siwon is also active as a volunteer at UNICEF helping children who need education in emergency areas, graduated with a degree in physical education, is also the grandson of the owner of the Hyundai Motor Company, one of the producing companies the largest vehicle from South Korea so that its credibility cannot be doubted to attract KPOP fans to buy advertised products.

By choosing Siwon "Super Junior" as the representative icon for the Mie Sedaap product, the Korean Spicy

Chicken variant, of course, it is hoped that Siwon will be able to increase brand awareness of the product he advertises and increase the purchasing power of KPOP fans to buy the product. Through this research, it is known that 100 respondents know about the figure of Siwon "Super Junior" who is a representative icon of the Mie Sedaap Variant Korean Spicy Chicken product.

The results of this study are in accordance with the theory used, namely the Source Credibility Theory presented by Hovland and Kelly. This theory discusses that people or recipients are more likely to receive messages when the source presents himself credible (Umeogu, 2012). More details in this theory explains how the general public believes the message conveyed by someone based on their credibility, the higher the credibility of the person, the public will believe it and vice versa if the credibility of the person is low, the audience will not believe the message conveyed. In line with the credibility possessed by Siwon "Super Junior", audiences in this context, namely KPOP fans, are aware of brand awareness and buy Mie Sedaap products for the Korean Spicy Chicken variant because Siwon "Super Junior" is a representative icon of the product and invites buying interest.

This source can be related to the number of 100 respondents who answered that they believe Siwon "Super Junior" is a representative icon of the Mie Sedaap product, the Korean Spicy Chicken variant. They believed that the credibility that "Super Junior" Siwon had led them to believe that "Super Junior" Siwon was indeed the

representative icon chosen for the product.

From this study the results obtained were variable X (Source Credibility) covering the dimensions of expertise, trustworthiness, and attractiveness with an average score of 67.6% with a mean of 3.38. This value indicates that the credibility of Siwon "Super Junior" is quite high and is trusted by the public to become a representative icon figure for the product he advertises, in accordance with the theory of Source Credibility.

Then the research results from variable Z (Brand Awareness) got an average score of 63.76% with a mean of 3.18. This research shows that Mie Sedaap products have become a brand recall or a brand that is remembered when KPOP fans want to buy instant noodles. So they chose to take the Mie Sedaap Korean Spicy Chicken variant when buying instant noodles, because they already know the brand. This is also influenced by the source's credibility theory which states that KPOP fans trust the product Siwon "Super Junior" advertises so that they know the brand from Mie Sedaap further, especially the Korean Spicy Chicken variant.

The results of the research on the Y variable (purchasing interest) got an average score of 48.2% with a mean of 2.41. This research shows that the buying interest of KPOP fans is quite high after Siwon "Super Junior" became a representative icon in the Mie Sedaap product, the Korean Spicy Chicken variant, so they have reasons to have an interest in buying the product advertised by Siwon "Super Juniors". And the intention that occurs in this study is that



KPOP fans have preferential intentions because they buy the Mie Sedaap Korean Spicy Chicken variant of their own free will which is influenced by Siwon "Super Junior" in it. So this intention occurs not because of necessity, getting recommendations from people, or finding out more about various brands and flavors but because of one's own desire to buy. This is also related to the theory of source credibility which makes KPOP fans increase their buying interest because their idol, Siwon "Super Junior", is the representative icon of the Mie Sedaap product, the Korean Spicy Chicken variant.

The population in this study are followers of the Twitter account @elfindonesia which is an account based on KPOP fans, namely ELF (fans of the boy group "Super Junior") with a number of 44,800 (as of 19 September 2022) using a probability sampling technique because the parties used as samples are random so that everyone has the same opportunity.

The probability sampling technique taken is simple random sampling, which is a technique for collecting random data so that every individual in the population gets the same opportunity (Sugiyono, 2012). The simple random sampling technique was used in this study because everyone could be used as a sample in the study

The sample was obtained by the researcher after calculating using the Slovin formula from a total population of 44,800 and a representative sample of 100 respondents was obtained. And the 100 respondents who filled out a

questionnaire for the needs of this research.

Questionnaires were sent via Google Form which were distributed to followers from the Twitter account @elfindonesia who met the criteria, namely being a KPOP fan and knowing the figure of Siwon "Super Junior". This questionnaire is the calculation in this study. To calculate the questionnaire data, researchers used the SPSS version 26 application.

From the calculation results of this study it can be seen that the correlation value of variable X in this case is the credibility of the source to variable Z in this case is brand awareness of 0.453 indicating that the two variables have a fairly strong relationship. This calculation is also in line with the results of the multiple regression influence test that has been carried out, namely obtaining a positive contribution value with the number 1.067.

From the results of the calculation of the coefficient of determination test on the source credibility variable (X) on the brand awareness variable (Z) it gets a percentage of influence of 20.6%, then the remaining 79.4% is a factor from other things that are not included in the study. Then for the results of the hypothesis test, the t count value is 5.037 and the t table is 1.98472 where the significance value is 0.000. The decision was H0 was rejected, and Ha was accepted with a significance value <0.05.

From the results of these calculations it can be concluded that the credibility possessed by Choi Siwon as a representative icon has an influence in

increasing brand awareness of the Mie Sedaap product, the Korean Spicy Chicken variant. The higher the credibility that Choi Siwon has, the brand of Mie Sedaap products is also increasingly popular among KPOP fans.

Then from the calculation results of this study it can also be seen that the source credibility variable (X) to the purchase intention variable (Y) gets a correlation value with a value of 0.548, showing that the two variables have a fairly strong relationship. This calculation is also in line with the results of the regression effect test that has been carried out, namely obtaining a positive contribution value with the number 1.111.

From the results of the calculation of the coefficient of determination test on the source credibility variable (X) on the buying interest variable (Y) it gets a percentage of influence of 58.2%, then the remaining 42.8% is a factor of other things that are not included in the study. Then for the results of the hypothesis test, the t count value is 6.493 and the t table is 1.98472 where the significance value is 0.000. The decision was H0 was rejected, and Ha was accepted with a significance value  $<0.05$ .

From the results of these calculations it can be concluded that the credibility possessed by Siwon "Super Junior" as a representative icon has an influence in increasing the buying interest of KPOP fans to buy products advertised by their idols. The higher the credibility that Siwon "Super Junior" has, the greater the buying interest of KPOP fans in buying the advertised product.

Based on the calculation results of this study, it can be seen that the brand awareness variable (Z) on the purchase intention variable (Y) gets a correlation value with a value of 0.721, showing that the two variables have a fairly strong relationship. This calculation is also in line with the results of the regression influence test that has been carried out, namely obtaining a positive contribution value with the number 1,009.

Based on the calculation of the coefficient of determination test on the brand awareness variable (Z) on the buying interest variable (Y) it gets a percentage of influence of 58.2%, then the remaining 42.8% is a factor of other things that are not included in the study. Then for the results of the hypothesis test, the t count value is 10,315 and the t table is 1.98472 where the significance value is 0.000. The decision was H0 was rejected, and Ha was accepted with a significance value  $<0.05$ .

The conclusion that can be obtained from this research is that the increasing popularity of the Mie Sedaap product, the Korean Spicy Chicken variant, will increase the buying interest of KPOP fans to buy this product. After the brand awareness of the Mie Sedaap product, the Korean Spicy Chicken variant, is well known, the interest in buying KPOP fans who like Korean things will also arise.

From the path analysis test, the results show an indirect influence between the three existing variables, namely source credibility, brand awareness, and also buying interest. It is known that the credibility possessed by Siwon "Super Junior" has an indirect

positive influence in increasing the purchase intention of KPOP fans where the brand awareness of Mie Sedaap products for the Korean Spicy Chicken variant acts as a mediating variable with the number 0.269 or a percentage of 26.9% and the amount of the total influence with the number 0.577.

In the results that have been calculated by path analysis, the indirect effect gives a greater contribution than the direct effect, namely the standardized coefficient of source credibility on purchase intention which has a value of 0.279. So the conclusion from this test is that the motive variable indirectly has an influence on the purchase intention variable through the brand awareness variable.

Based on the calculation of the Sobel Test, the calculated Z value is 4.27083808, which means  $4.27083808 > 1.98$ , accompanied by a 5% error rate. The conclusion that can be drawn  $H_0$  is rejected then  $H_a$  is accepted.

Then the results of the hypothesis test how much influence brand awareness of the Mie Sedaap product, the Korean Spicy Chicken variant, proved successful in mediating the relationship between the credibility of Siwon "Super Junior" and the buying interest of KPOP fans.  $H_0$  is rejected and  $H_a$  is accepted. The higher the credibility of Siwon "Super Junior", the higher the buying interest of KPOP fans to buy the products he advertises.

After doing the test calculations, it was found that the test that got the results of the greatest influence was in the regression test. Where in the regression test it shows that the brand awareness

variable which is the Z variable has a Beta Standardized Coefficient value of 0.595. Meanwhile, in terms of dimensions or indicators, attractiveness, which is one of the dimensions of the source credibility variable (X), has the highest value, which, after being calculated, has a mean of 6.58.

From the results of this study it was found that the credibility of Siwon "Super Junior" had an influence in increasing brand awareness of the Mie Sedaap product, the Korean Spicy Chicken variant, in line with previous research that had been carried out beforehand, namely the influence of brand ambassadors and taglines on purchasing decisions through brand awareness. Shopee by Derby Juliana Osak and Yusepaldo Pasharibu (2020) with the results of the brand ambassadors used have succeeded in increasing brand awareness to the general public.

Through the results of this research, it was found that the credibility of Siwon "Super Junior" influences the buying interest of KPOP fans to buy their products. The same as previous research, namely the influence of the credibility of brand ambassador Iqbaal Ramadhan and brand credibility on the intention to buy the Ruangguru application for students in West Java by Dinda Fikadiyanti and Ratih Hasanah Sudradjat (2020) who stated that the success of the research was based on a higher education background and attractiveness which is an indicator of source credibility.

Then source credibility also influences purchase intention which is also found in research on the Effect of Non-Celebrity Brand Ambassador

Credibility Widyaningrum's Analysis on Hijabenska Purchase Decisions conducted by Gaby Geraldine and Diah Ayu Candraningrum (2020) which states that the background and image of brand ambassadors influence product purchases sold.

From the results of previous research conducted, new findings were obtained in this study, namely brand awareness as a mediating variable succeeded in influencing the credibility of Siwon "Super Junior" in increasing the buying interest of KPOP fans in buying the product he advertised, namely Mie Sedaap Korean Spicy Chicken variant, then research carried out using the sobel test where this calculation has not been widely used for research on source credibility, brand awareness, and buying interest in Indonesia and simultaneously uses source credibility theory.

The Mie Sedaap product of the Korean Spicy Chicken variant has been better known through the use of Siwon "Super Junior" as a representative icon and succeeded in increasing the buying interest of KPOP fans. The brand awareness of the Mie Sedaap product, the Korean Spicy Chicken variant, is also known to be higher by KPOP fans so that it becomes a brand recall in their minds. PT Wings Food has succeeded in making its products known to various levels of society, one of which is KPOP fans.

## 5. Conclusion

There is a significant influence on the credibility that Siwon "Super Junior" has as a representative icon in raising brand awareness for the Mie Sedaap product, the Korean Spicy Chicken

variant. The higher the credibility of Siwon "Super Junior", the higher the brand awareness of the Mie Sedaap product, the Korean Spicy Chicken variant, among KPOP fans. This research is in line with the theory used, namely the Source Credibility Theory.

The credibility of Siwon "Super Junior" as a representative icon has a big influence on the buying interest of KPOP fans in buying the product advertised by the man. The higher the credibility of Siwon "Super Junior", the higher the buying interest of KPOP fans for the product advertised by Siwon, namely Mie Sedaap, the Korean Spicy Chicken variant.

There is a significant influence between the brand awareness of the Mie Sedaap product, the Korean Spicy Chicken variant, on the buying interest of KPOP fans. The more popular the Mie Sedaap product, the Korean Spicy Chicken variant, in the eyes of KPOP fans, the higher the interest of KPOP fans in buying this product.

Brand awareness of the Mie Sedaap product, the Korean Spicy Chicken variant, managed to mediate between the credibility that Siwon "Super Junior" has and the buying interest of KPOP fans. It can be interpreted that there is a desire to buy KPOP fans through intermediaries for the Mie Sedaap product, the Korean Spicy Chicken variant, which is increasingly known.

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