

The Influence of Korean Wave, Hedonistic Lifestyle, and Brand Image on Purchase Decision of Samsung Products with Customer Relationship Management as A Moderating Variable (Case Study: Samsung Gadget Consumers In DKI Jakarta)

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ABSTRACT: This study examines the influence of the Korean Wave, Hedonic Lifestyle, and Brand Image on Purchase Decisions of Samsung products in DKI Jakarta, with Customer Relationship Management (CRM) as a moderating variable. Using a quantitative approach and causal associative research, data were collected from 108 Samsung product consumers in DKI Jakarta. The findings reveal that the Korean Wave and Hedonic Lifestyle do not have a significant impact on Purchase Decisions, while Brand Image significantly influences consumers' purchasing behavior. Additionally, CRM does not strengthen the impact of the Korean Wave or Hedonic Lifestyle on Purchase Decisions, indicating that CRM strategies implemented by Samsung have not effectively leveraged cultural or lifestyle influences. The study also finds that CRM only has a weak and insignificant moderating effect on the relationship between Brand Image and Purchase Decisions, suggesting that rational factors such as product quality and pricing remain the primary determinants of consumer behavior. These results provide valuable insights for marketers on the effectiveness of cultural trends, lifestyle influences, and CRM strategies in shaping consumer purchase decisions.

Keywords: korean wave, hedonic lifestyle, brand image, purchase decision, Customer Relationship Management (CRM).

INTRODUCTION

In the current scope of globalization, technology has developed very rapidly. Innovations continue to be made to make things easier for people. Various innovations in marketing have emerged thanks to advances in communication technology that continue to develop and become more sophisticated. Putting the customer as the primary goal has changed the concept of modern marketing. More and more products are being offered to meet consumer needs along with the advancement of communication technology (Anggraini & Fikry, 2023).

New technologies, such as tablets, smartphones, laptops, and notebooks, are now a mandatory necessity for everyone, especially students, employees, and entrepreneurs. The gadget can only be used for several purposes separately when it is first created. For example, mobile phones can be used to exchange text messages or voice messages remotely. However, now mobile phones have many more advanced features, such as taking pictures or videos, 888 | The Influence of Korean Wave, Hedonistic Lifestyle, and Brand Image on Purchase Decision of Samsung Products with Customer Relationship Management as A Moderating Variable (Case Study: Samsung Gadget Consumers In DKI Jakarta)

listening to music, accessing the internet, and many more. In addition, like other gadget products, it can be integrated to create a user ecosystem (Istanti, 2021).

Many Korean brands are spread all over the world. The impact of Hallyu has made several Korean brands popular, as follows:

1. Samsung

- Products: Consumer electronics such as smartphones, televisions, and home appliances.
- Hallyu influence: Samsung's involvement in the Korean entertainment industry, including sponsorship of K-pop and K-drama events, has boosted the brand's reputation among fans of Korean culture.

2. Hyundai and Kia

- Product: Motor vehicle.
- Hallyu influence: Both brands use the popularity of Korean culture to attract customers from all over the world with their contemporary designs and advanced technological features.

3. LG

- Products: Electronics and home appliances.
- Hallyu influence: LG often collaborates with K-pop celebrities in marketing campaigns, increasing the brand's appeal in the international market.

4. Etude House

- Products: Cosmetics and skin care.
- Hallyu influence: As part of the K-beauty industry, Etude House has gained global popularity, especially among fans of K-pop and K-dramas.

5. Somethinc

- Products: Skin care and makeup.
- Hallyu influence: The brand launched its latest Korean-affiliated product variant, using Korean celebrities as brand ambassadors to strengthen the appeal of their products.

6. Samsung Galaxy

- Products: Smartphones and wearables.
- Hallyu influence: Samsung Galaxy is often a top choice for K-pop fans, especially due to its involvement in Korean music shows and dramas.

Hallyu's impact has encouraged these brands to become more engaged with Korean culture, whether through collaborations with K-pop artists, event sponsors, or product adaptations that suit global consumer preferences. The current lifestyle of society influenced by the Korean Wave (Hallyu), especially in the use of gadgets, reflects the adoption of technology that is in line with Korean popular culture trends reference for Korean Brands

Korean gadget brands, such as Samsung and LG, are the main choice of many consumers. This is driven by:

- Ads featuring K-Pop idols such as BTS or BLACKPINK, which increases the appeal of the product.
- The use of Samsung devices in various popular K-dramas, for example in dramas such as Crash Landing on You or Business Proposal.

Example:

Many fans choose Samsung Galaxy smartphones because they are often promoted by their idols or appear in their favorite dramas.

Consume K-Pop and K-Drama Content

People are increasingly using gadgets to enjoy digital content, such as:

- Stream K-Pop music through platforms like Spotify, YouTube Music, or Melon.
- Watch Korean dramas through apps like Netflix, VIU, or WeTV.

- Fan Community applications such as Weverse, Bubble, or Universe to interact with idols.

Example:

Smartphones with large screens and good audio/video quality are a priority because they are used to watch plays or online concerts.

Trends in Korean-Themed Gadget Accessories

Many gadget users customize the theme of their devices with their favorite idols, such as:

- Wallpapers of K-Pop idols or Korean actors.
- Phone cases and accessories themed around popular K-Pop groups or dramas.
- Stickers or pop-sockets that display the fandom logo.

Example:

ARMYs (BTS fans) often buy official accessories from Samsung that are released in special editions of BTS.

Use of Korea-Related Apps and Technologies

The increasing popularity of Korean applications that support lifestyles, such as:

- KakaoTalk: A K-Pop-themed chat app.
- Naver V Live: For live streaming of K-Pop idols.
- Zepeto: A 3D avatar app that is often used by K-Pop idols to interact with fans.

Gadgets as Status Symbols

- Recently released gadgets such as the Samsung Galaxy Z Fold/Flip are often considered a symbol of social status, especially among fans of Korean culture.
- Many are interested in the special edition released with the K-Pop group, despite the high price.

Photography and Videography Trends

Quality cameras on Korean gadgets are in high demand for:

- Capture moments in K-Pop concerts or fan meetings.
- Create content such as dance covers or reaction videos on social media.

Example:

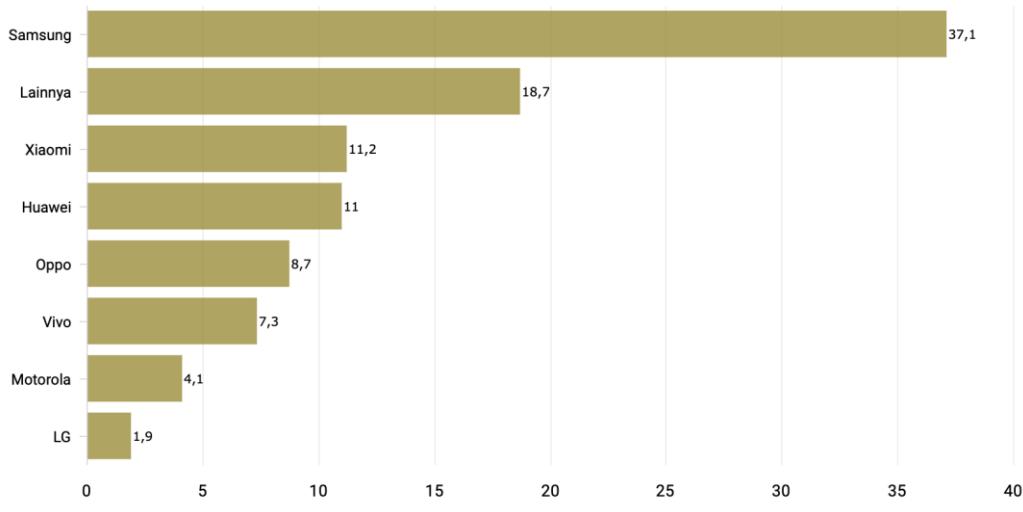
Samsung Galaxy's ultra-wide cameras are often used by fans to capture moments during their idols' concerts or events. This lifestyle shows how Korean Wave not only impacts entertainment and fashion, but also influences consumer choices in determining and using their gadgets. Gadgets are now an important tool for accessing, interacting and enjoying Korean popular culture (Karlina, 2015).

Today's economic growth is increasingly leading to fierce competition, especially among similar companies. This situation occurs because companies are required to adapt to various changes, both in the political, economic, social, and cultural fields. In addition, companies must also adjust to the strategies of competitors in managing their business. The huge market potential in Indonesia encourages gadget manufacturers from various countries to compete to offer electronic devices with the latest features, but still at friendly prices (Rompas & Tumewu, 2014). The emergence of various new brands makes consumers have a variety of choices and need to be more careful in determining the gadget that suits their needs. Therefore, manufacturers need to conduct marketing or promotions to provide product information to consumers. Usually, manufacturers attract the attention of consumers by involving celebrities who are popular among the public in their product advertising campaigns (Pramita & Danibrata, 2021).

With this rapid progress, gadget manufacturers are competing with each other to present feature advantages in the products they offer. With the increase in the number of electronic device users, the number of gadget brands that have emerged has also increased.

Brands that are currently popular or widely used by Indonesian people are Apple, Samsung, Realme, Vivo, Oppo, and Xiaomi. Reporting from Business of Apps (Databoks, 2021), Samsung's current smartphone market share is dominated by Samsung with a coverage of 37.01% in 2021. Then Xiaomi ranks second with 11.2% market share. Meanwhile, Huawei and Oppo were recorded to control 11% and 8.7% of the market share, respectively.

Table 1 Market Share and Growth of Smartphones in 2021



Source: databoks (2021)

One of the manufacturers or companies that uses this phenomenon as their marketing strategy is Samsung. Currently, Samsung has become a gadget company from South Korea with its headquarters in Suwon and is known as one of the largest manufacturers or providers of gadgets in the world. The reason for choosing the Samsung brand to be used as research compared to other brands is because Samsung is a gadget brand that has many types or types that are suitable for its consumer designation (Tuti & Wicaksono, 2021). The number of users of Samsung gadgets continues to increase every year thanks to their superior quality, thus attracting the interest of many consumers. Additionally, Samsung offers a wide range of prices, allowing consumers to choose according to their needs. According to the latest report from the International Data Corporation (IDC), Samsung smartphone shipments in Indonesia increased by 11.8% on an annual basis in the period from March to June (second quarter) of 2022. This growth is the highest compared to its competitor brands in Indonesia. It was recorded that the number of Samsung smartphone shipments in Indonesia reached 1.9 million units in the second quarter of 2022, compared to 1.7 million units in the same period in 2021 (Zakiah, Putri, Nurlimah, Mulyana, & Nurhastuti, 2019).

Before deciding which product to buy, some consumers tend to consider the origin of the product. In general, the country of origin image can shape the characteristics of a product. A common example is Samsung, which is associated with South Korea. This makes some Indonesian people have the view that South Korea, in addition to being known as a gadget manufacturer, is also famous as a country that gave birth to various famous boy bands and girl groups in the world.

Researchers also saw the phenomenon of the mushrooming of South Korean food and beverage sellers in DKI Jakarta from luxury restaurants to street food. Based on the results of initial observations, the researcher found that the majority of people who are customers of

South Korean food and beverages in DKI Jakarta use Samsung brand smartphones, ranging from the lowest to the highest price variants. The researcher also conducted interviews with 3 (three) consumers who used the Samsung smartphone by asking them why they used the smartphone Samsung, and the informant said that "In addition to the quality has been tested, I do like Korean culture so I eat here, and that's why I also chose Samsung, because their brand ambassador is also a Korean artist", then some of them stated that "I am one of the K-pop fans and joined one of the fanbases, in the community many of them use Samsung smartphones because their brand ambassador is indeed our idol, so I also feel like using a Samsung smartphone", and the last informant stated that "If I'm a person, I really don't want to be outdated, so when it was the K-pop era, yes I joined idols like that, and because Samsung is from Korea, so I decided to use this brand". The results of initial observations and interviews that have been conducted show that the emergence of the Korean wave can be used as one of the company's marketing strategies to build user loyalty to a brand.

The Korean Wave phenomenon is currently a trend in marketing strategies, as evidenced by the number of manufacturers or companies that utilize this approach. Hallyu, or Korean Wave, is a term to describe the global spread of Korean pop culture in various countries. In general, Hallyu encourages people in different countries to learn about Korean culture. The Korean Wave refers to the spread of South Korean culture around the world and the increasing interest in South Korean cultural exports. This strategy is implemented by producers by sponsoring the filming of films, K-Pop music videos, or K-dramas.

Samsung appointed K-Pop artists as Brand Ambassadors to market its products. Usually, fans of K-Pop artists or groups tend to buy products that are promoted or used by their idols as a form of support or to follow trends. In 2019, Samsung collaborated with BlackPink as a Brand Ambassador for Samsung Galaxy products and launched a special package for the BlackPink series, which managed to significantly increase sales. Not wanting to miss a great opportunity, in 2020 Samsung collaborated with BTS, one of the South Korean boy bands that has the largest fanbase, namely ARMY, with a very close relationship with its fans. The visual performance of the seven BTS members and the achievements they have achieved have managed to attract the attention of the wider community, so that it has become one of the main drivers in the spread of the Korean Wave.

Samsung understands the needs of its consumers, most of whom are K-Pop fans. When collaborating with BlackPink, Samsung launched an exclusive package consisting of smartphones, smartwatches, and buds at a fairly high price, so not all fans or consumers are interested in buying it. This time, Samsung is giving flexibility to its consumers by selling BTS edition smartphones and buds separately. In addition, Samsung also studied the behavior of fans and the lifestyle of users who showed their tendency to collect items related to their idols. Therefore, Samsung includes gifts in the form of BTS photocards for buyers of regular Samsung Galaxy smartphones and the BTS edition of Samsung Galaxy. In an interview, Stephanie Choi, Senior Vice President and Head of Global Marketing Team of Samsung Electronics' Mobile Communications Business, stated that the Galaxy S20+ and Galaxy Buds+ BTS edition are the result of a collaboration with BTS, which wants to spread the message of love and harmony through music, in line with Samsung's mission to create a better future through meaningful innovation (Tirto.id, 2020).

In line with the influence of the Korean Wave phenomenon, Hudani (2020) said that consumer purchasing decisions are influenced by various factors, including social factors such as reference groups. This reference group includes individuals or groups that directly or indirectly influence a person's behavior in their environment. For example, if someone hangs

out with K-Pop fans, their preferences and purchasing decisions tend to be influenced by that group, either consciously or unconsciously, in order to adjust to their social environment.

Another aspect that affects consumer behavior in determining product choices is lifestyle. This research will use a hedonistic lifestyle. Research by Rizaldi (2016) shows that a hedonistic lifestyle affects purchase decisions. The selection of this variable is also associated with the price of Samsung gadgets, which is a well-known brand in Indonesia which has price variations ranging from affordable (low-mid) to high (flagship).

This is also proven from the results of interviews conducted by the researcher on 3 (three) consumers who were making purchases at one of the Samsung stores in Jakarta City by asking why they had a Samsung smartphone, and the informant replied that "I don't want to be competitive with my friends who use Iphone, but because I prefer Android, and it happens that the most expensive known Android is Samsung, yes, I chose this", then there was also an informant who replied "Now it's really happening, it's a flip cellphone like this, so I just buy it because I don't want to miss the trend", and the last informant replied that "Because I work in an elite office area, so I have to adjust to the environment, when in my environment there is a mobile phone trend Flip models like this, yes I also don't want to be considered less sociable". From the answers submitted by the informants, it can be seen that the hedonistic lifestyle is one of the aspects that affect a person's purchase decision.

In addition to utilizing the Korean Wave and the hedonistic lifestyle as a marketing tool, what companies need to pay attention to is the behavior of the decision to buy gadget products is the brand image or brand image. In order to build a strong brand in the eyes of consumers, companies need to create a positive image of their products through effective marketing strategies and highlight the advantages of the product that differentiate it from competitors.

Brand image is the overall perception and belief that consumers have in a brand, which is formed from information and knowledge about the brand. Brand image is related to consumer attitudes in the form of beliefs and preferences for certain brands. If a product has a superior brand image compared to its competitors, it can maintain its position in the eyes of consumers. Products with a good brand image must be able to instill trust so that consumers are interested in making purchases.

This is also evidenced by the results of interviews conducted by the researcher on 3 (three) consumers who were making purchases at one of the Samsung stores in Jakarta related to the reason they chose Samsung, and the informant stated that "Yes, if I have always used Samsung, only upgrades series. Because I believe that the products issued by Samsung must have good quality", then another informant stated that "Because Samsung has so many interesting variants, we just have to adjust it to the budget we have. It's like I have 2 million dollars, I can already have a Samsung cellphone, because there are many variants from the lowest to the highest price", and the last informant stated that "I think this Samsung has features that are superior to other brands. For example, in terms of touch comfort, if Samsung has a touch, the touch is very sensitive even though it has been used for a long time, but if it is another brand when we have used it for 2 years, the function of the touch has begun to decline, so it is a bit slow". Based on the answers of the informants, it can be seen that indeed brand image is one of the aspects that can affect purchase decisions, especially on Samsung smartphones.

The trend is only temporary, the hedonistic lifestyle that a person has will fade along with the life lessons that a person goes through, and the brand image can also turn around at any time when there is a crucial problem faced by the company. Therefore, it is important for 893| The Influence of Korean Wave, Hedonistic Lifestyle, and Brand Image on Purchase Decision of Samsung Products with Customer Relationship Management as A Moderating Variable (Case Study: Samsung Gadget Consumers In DKI Jakarta)

a company to maintain a good relationship with consumers to provide maximum satisfaction to customers. This good relationship can be built through a Customer Relationship Management strategy or commonly referred to as (CRM). CRM is a strategy to increase the relationship interaction between the company and the customer so as to produce a profitable relationship between the two. CRM is also an effort to understand customers in more depth by establishing two-way communication and managing mutually beneficial relationships between the company and the customer. If the company can build a good and long-term relationship with consumers, it is hoped that this can strengthen the reason for consumers to make a purchase decision.

The results of research conducted by Bryana and Titik (2022) show that Korean Wave and Brand Ambassador have a significant influence on Everwhite's product decisions. Meanwhile, research by Widya et al. (2023) shows that Korea Wave has no effect on purchase decisions. Based on this phenomenon, this study was conducted with the title The Influence of Korean Wave, Hedonistic Lifestyle and Brand Image on Samsung Product Purchase Decision with Customer Relationship Management as a Moderating Variable.

Previous research highlights the significant influence of the Korean Wave, hedonistic lifestyle, and brand image on consumer purchase decisions. Fahira (2022) found that both the Korean Wave and hedonistic lifestyle positively and significantly impact the decision to buy BTS's official album. Similarly, Indrawati (2022) revealed that brand image and hedonistic lifestyle influence purchasing decisions for "Zoya" hijabs. Rahmadani and Anggraini (2022) demonstrated that the Korean Wave strongly affects consumer decisions to purchase Korean cosmetic products, although brand ambassadors do not play a significant role in these decisions. Furthermore, Badriana, Gimin, and Haryana (2019) showed that Hallyu significantly influences the purchase decision of local creative products, contributing 12% to these decisions, while most purchase decisions and Hallyu influence were categorized as moderate. These studies collectively underscore the importance of cultural phenomena, lifestyle factors, and brand perceptions in shaping consumer behavior.

This study introduces a novel approach by examining the combined influence of the Korean Wave, Hedonic Lifestyle, and Brand Image on the purchase decision of Samsung products, while exploring the moderating role of Customer Relationship Management (CRM). The unique contribution lies in its exploration of how cultural phenomena like the Korean Wave and lifestyle factors, which are typically seen as external drivers, interact with brand perception and CRM strategies in influencing consumer behavior. By analyzing the impact of these factors within the context of Samsung product consumers in DKI Jakarta, this research provides valuable insights into the evolving role of CRM in the digital age, where emotional and lifestyle influences play a significant role in shaping consumer choices. Additionally, the study highlights the limitations of CRM in moderating cultural and lifestyle factors, challenging assumptions about CRM's effectiveness in certain contexts and offering new avenues for enhancing consumer-brand relationships.

This study aims to analyze several key aspects influencing purchase decisions, including the impact of the Korean Wave, hedonic lifestyle, and brand image on consumer behavior, as well as the role of customer relationship management (CRM) in strengthening these influences. Specifically, the research examines how CRM enhances the effects of the Korean Wave, hedonic lifestyle, and brand image on purchase decisions. The study is expected to provide theoretical benefits by contributing to the development of knowledge and theories in the fields of marketing, consumer behavior, and management, offering valuable insights for students, academics, and future researchers interested in exploring these topics further.

Practically, this research adds scientific insight and practical experience for researchers, enriches the academic community with new information and reference materials, and offers companies actionable input for leveraging the Korean Wave, addressing the growing prominence of the hedonic lifestyle, and enhancing brand image through effective CRM strategies to improve purchase decisions and business outcomes.

RESEARCH METHODOLOGY

The research approach used in this study is a quantitative approach with causal associative research. According to Sugiyono (2019), causal associative is research that aims to determine the influence or relationship of two or more variables. In this case, the researcher wants to find out whether the independent variables, namely Korean Wave (X1), Hedonistic Lifestyle (X2), and Brand image (X3) are dependent on the dependent variable, namely consumer purchase decisions (Y) with the moderation variable Customer Relationship Management (Z) in Samsung customers.

A population is a collection of individuals, events, or objects that are the focus of research. Population is an area of generalization that includes objects or subjects with certain characteristics and qualities that are determined by the researcher to be studied and analyzed in conclusions (Creswell & Creswell, 2018). Populations are not limited to living things, but also include inanimate objects and other objects. Population not only refers to the number of subjects or objects being studied, but also involves the characteristics or traits possessed by the subject or object. In this study, the population includes all Samsung gadget users in the DKI Jakarta area, although the exact number is unknown.

The sample in this study is as many as 108 respondents. Where according to Hair the number of samples is 5 to 10 multiplied by the number of indicators. Where in this study the indicators are 14, so the minimum sample is 70 respondents and the maximum is 140 respondents. However, in this study, the sample was set to 108 respondents.

RESULT AND DISCUSSION

Research Hypothesis

Model analysis and hypothesis testing in this study use the PLS or partial least square technique where there is a measurement model test, namely by testing the validity of the construction indicator and the reliability of the construction indicator and the structural model test, which describes the relationship between the constructs measured using the t-test through the bootstrapping procedure.

Measurement Outer Model Testing

The evaluation of the measurement model in the Partial Least Square method is carried out with two events, the first with Convergent Validity, which validates the relationship/correlation of the indicator with its construct. The second is the Discriminant Validity test, which compares the correlation of indicators with their constructs and the correlation of indicators with other constructs. A good measurement model can be seen from the correlation of the indicator with its construct which is greater than the correlation of the indicator with other constructs. This shows that the indicator can really explain its construction.

Convergent Validity

Convergent Validity is carried out by evaluating the reliability of items (validity indicators) measured through the value of the loading factor. Loading factor is a number that shows the relationship between the score of a question item and the indicator score on the measured construct. A loading factor value above 0.7 is considered valid. However, according 895| The Influence of Korean Wave, Hedonistic Lifestyle, and Brand Image on Purchase Decision of Samsung Products with Customer Relationship Management as A Moderating Variable (Case Study: Samsung Gadget Consumers In DKI Jakarta)

to Hair et al. (2018), for the initial examination, a loading factor value of around 0.3 is considered to meet the minimum level, a value of about 0.4 is considered better, and a value above 0.5 is generally considered significant. In this study, the loading factor limit used was 0.7. After the data is processed using SmartPLS 4.0, the results of the loading factor value can be displayed as follows:

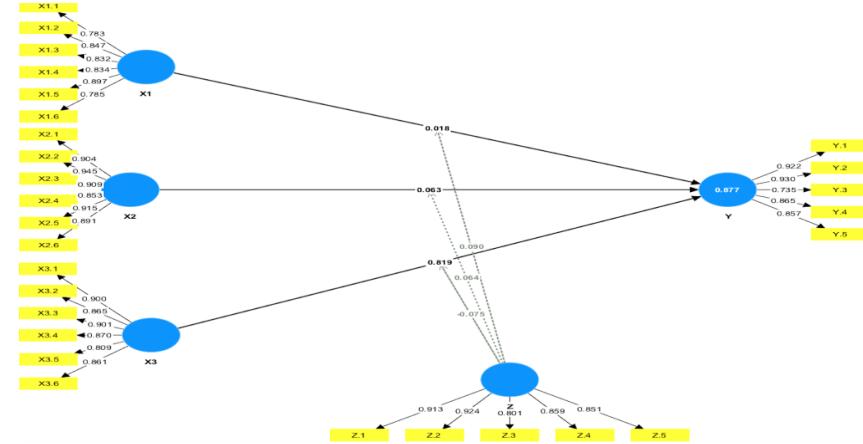


Figure 1 Outer Loading
Source: Author Data Processing

Figure 1 shows the outer loading values analyzed using SmartPLS 4.0.

Table 2. Loading Factor

Variable	Indicators	Loading Factor	Information
Korean Wave	X1.1	0.783	Valid
	X1.2	0.847	Valid
	X1.3	0.832	Valid
	X1.4	0.834	Valid
	X1.5	0.897	Valid
	X1.6	0.785	Valid
Hedonic Lifestyle	X2.1	0.904	Valid
	X2.2	0.945	Valid
	X2.3	0.909	Valid
	X2.4	0.853	Valid
	X2.5	0.915	Valid
	X2.6	0.891	Valid
Brand Image	X3.1	0.900	Valid
	X3.2	0.865	Valid
	X3.3	0.901	Valid
	X3.4	0.870	Valid
	X3.5	0.809	Valid
	X3.6	0.861	Valid
Purchase Decision	Y.1	0.922	Valid
	Y.2	0.930	Valid
	Y.3	0.735	Valid
	Y.4	0.865	Valid
	Y.5	0.857	Valid
	Z.1	0.913	Valid
	Z.2	0.924	Valid
	Z.3	0.801	Valid

Customer Relationship Management	Z.4 Z.5	0.859 0.851	Valid Valid
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Source: Researcher Data Processing

Based on the results of the data processing in the table above, the overall loading factor value is greater than 0.7 so it is said to be valid.

Discriminant Validity

Discriminant validity occurs when two different instruments that measure two predicted constructs that are not correlated produce scores that are indeed not correlated. The measure of cross loading is to compare the correlation of the indicator with other block constructs. If the correlation between the indicator and its construct is higher than the correlation with other blocks, it indicates that the construct predicts the size of their block better than the other blocks. Another method to measure discriminant validity is to ensure that the root value of the AVE is greater than the correlation between the construct and other constructs, or the value of the AVE is higher than the square of the correlation between the constructs (Haryanto, 2017).

Table 3 Cross Loading Results

	X1	X2	X3	Y	Z
X1.1	0,783	0,404	0,519	0,463	0,536
X1.2	0,847	0,608	0,615	0,608	0,618
X1.3	0,832	0,340	0,558	0,517	0,514
X1.4	0,834	0,375	0,526	0,488	0,508
X1.5	0,897	0,575	0,633	0,609	0,647
X1.6	0,785	0,519	0,724	0,714	0,706
X2.1	0,568	0,904	0,558	0,536	0,576
X2.2	0,524	0,945	0,565	0,581	0,603
X2.3	0,535	0,909	0,500	0,541	0,591
X2.4	0,509	0,853	0,622	0,657	0,637
X2.5	0,509	0,915	0,495	0,515	0,579
X2.6	0,496	0,891	0,534	0,540	0,613
X3.1	0,599	0,488	0,900	0,804	0,761
X3.2	0,651	0,397	0,865	0,762	0,704
X3.3	0,682	0,611	0,901	0,851	0,784
X3.4	0,662	0,500	0,870	0,827	0,757
X3.5	0,588	0,643	0,809	0,787	0,859
X3.6	0,620	0,525	0,861	0,809	0,851
Y.1	0,593	0,598	0,869	0,922	0,790
Y.2	0,571	0,495	0,842	0,930	0,757
Y.3	0,572	0,641	0,618	0,735	0,613
Y.4	0,613	0,355	0,829	0,865	0,731
Y.5	0,675	0,648	0,834	0,857	0,829
Z.1	0,644	0,595	0,791	0,773	0,913
Z.2	0,665	0,564	0,799	0,765	0,924
Z.3	0,632	0,583	0,657	0,603	0,801
Z.4	0,588	0,643	0,809	0,787	0,859
Z.5	0,620	0,525	0,861	0,809	0,851

Source: Author Data Processing

The results of cross loadings in Table 3 show that the correlation value of the construct with its indicator is greater than the correlation value with other constructs. Thus, all constructs or latent variables already have good discriminant validity , where the indicators in the construct indicator block are better than the indicators in other blocks.

Composite Reliability

Measuring the reablatability of a construct using a reflexive indicator can be done in two ways, namely Cronbach's Alpha and Composite Reliability or Dillon-Goldstein's (Ghozali & Latan, 2015). Cronbach's alpha measures the lower limit of the reliability value of a construct while Composite reliability measures the actual value of reliability in a construct (Abdillah and Jogiyanto, 2016).

Table 4 Cronbach's Alpha

	Cronbach's Alpha	Standard	Description
X1	0.911		Reliable
X2	0.955		Reliable
X3	0.934		Reliable
Y	0.914	0.7	Reliable
Z	0.920		Reliable

Source: Author Data Processing

Based on Table 4, it shows that reliability tests are carried out on questions that are declared valid. A variable is said to be reliable or reliable if the answer to the question is always consistent. The result of reliability (Cronbach's Alpha) in table 4.4 has a Cronbach's alpha value greater than 0.7 so it is declared reliable or meets the requirements.

Structural (Inner) Model Testing

R-Square Model

The R-Square Model is to determine the influence of the independent variable on the dependent variable, the value of the determination coefficient can be shown in

Table 5 R Square/R Coefficient

	R2	Adjusted R2
Purchase Decision (Y)	0.877	0.864

Source: Author Data Processing

Based on the R-square value in Table 5, it shows that the independent variable is able to explain the construct variability of the dependent variable by 87.7%, and the remaining 12.3% is explained by other constructs other than those studied in this study.

Path Coefficient Estimation

Path coefficient represents a hypothetical relationship that connects constructions. The path coefficient is tested by using bootstrapping testing. The acceptable value of the path coefficient is to have an original sample value from -1 to +1, with a coefficient close to +1 interpreted to represent a strong positive relationship and a coefficient close to -1 interpreted as a strong negative relationship (Joseph F Hair, 2019). In addition, significance tests are also used to see whether the hypothesis formulated is acceptable or not. Using the bootstrapping test, the value will be considered significant if the t-statistic value for the double-sided test is greater than 1.96 with a significance level of 5 percent. P-value values can also be used to evaluate path coefficients by looking at the significance value. If the significance value shows less than 1, then the relationship can be declared significant.

Here are the results of the bootstrapping test processed using SmartPLS 4.0:

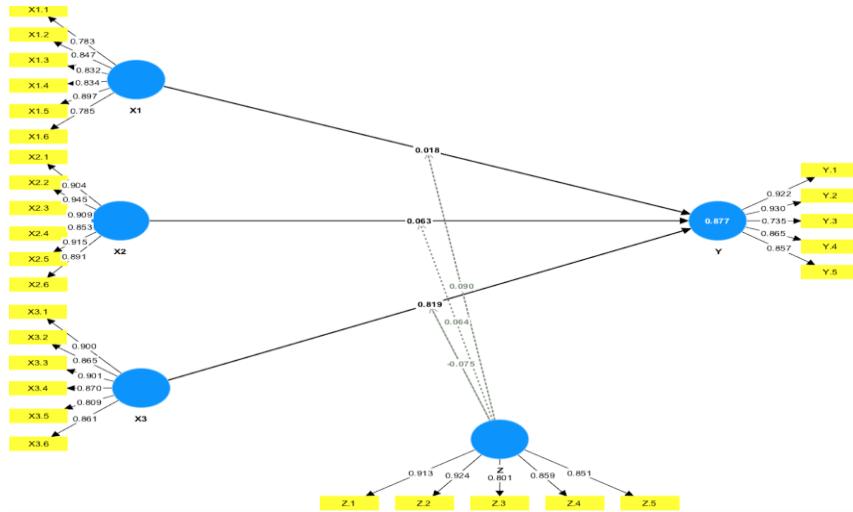


Figure 2 Bootstrapping Test Results

Source: Author Data Processing

Hypothesis Testing

Hypothesis testing is carried out to find out the relationship between variables. Hypothesis testing was carried out by evaluating the bootstrapping test by analyzing the original sample from -1 to +1, with a coefficient close to +1 meaning it could represent a strong positive relationship and a coefficient close to -1 meaning a strong negative relationship (Hair et al., 2011). As well as analyzing the value of t-statistics with the requirement that the relationship will be declared significant if the t-statistics value is greater than 1.96 with a significance level of 5 percent.

Table 6 T-Statistic

Hypothesis	T-Statistics	P-Value	Decision
Korean Wave -> Purchase Decision	0.263	0.793	Insignificant
Lifestyle Hedonic -> Purchase Decision	0.858	0.391	Insignificant
Brand Image -> Purchase Decision	6.842	0.000	Significant
Korean Wave -> Purchase Decision (CRM)	0.846	0.398	Insignificant
Lifestyle Hedonic -> Purchase Decision (CRM)	1.016	0.309	Insignificant
Brand Image -> Purchase Decision (CRM)	1.089	0.276	Insignificant

Source: Author Data Processing

In table 6, it can be the result of an analysis of the influence between variables both directly and indirectly, in turn it can be explained as follows:

1. Korean Wave has a significant impact on Purchase Decision

The results of the analysis in table 4.6 show that the Korean Wave has a very weak effect on the Purchase Decision even though the direction is positive but not significant, because the t-count value = $0.263 <$ the t-table value = 1.96 and the P-value shows a value of $0.793 > 0.05$. so the Korean Wave is not proven to have an effect on the Purchase Decision

2. Hedonic Lifestyle has a significant effect on Purchase Decision

The results of the analysis in table 4.6 show that Hedonic Lifestyle has a very weak influence on Purchase Decision even though the direction is positive but not significant, because the t-count value = $0.858 <$ the t-table value = 1.96 and the P-value shows a value of $0.391 > 0.05$. so Hedonic Lifestyle is not proven to have an effect on Purchase Decision

3. Brand Image has a significant influence on Purchase Decision

The results of the analysis in table 4.6 show that Brand Image has a very high influence on Purchase Decision and is significant, because the t-count value = $6.842 >$ the t-table value = 1.96 and the P-value shows a value of $0.00 > 0.05$. so that Brand Image is proven to have an effect on Purchase Decision

4. Korean Wave has a significant influence on Purchase Decision by being moderated by Customer Relationship Management

The results of the analysis in table 6 show that the Korean Wave has a very weak influence on the Purchase Decision moderated by Customer Relationship Management even though the direction is positive but not significant, because the t-count value = $0.846 <$ the t-table value = 1.96 and the P-value shows a value of $0.398 > 0.05$. is not proven to have an effect on Purchase Decition moderated by Customer Relationship Management.

5. Hedonic Lifestyle has a significant effect on Purchase Decision by moderated by Customer Relationship Management

The results of the analysis in table 4.6 show that Hedonic Lifestyle has a very weak influence on Purchase Decision by moderating by Customer Relationship Management even though the direction is positive but not significant, because the t-count value = $1.016 <$ the t-table value = 1.96 and the P-value shows a value of $0.309 > 0.05$. is not proven to have an effect on Purchase Decition moderated by Customer Relationship Management.

6. Brand Image has a significant impact on Purchase Decision by moderated by Customer Relationship Management

The results of the analysis in table 4.6 show that Brand Image has a very weak influence on the Purchase Decision moderated by Customer Relationship Management even though the direction is positive but not significant, because the t-count value = $1.089 <$ the t-table value = 1.96 and the P-value shows a value of $0.276 > 0.05$. so that the Brand Image is not proven to have an effect on Purchase Decision moderated by Customer Relationship Management.

Discussion

The Influence of the Korean Wave on Purchase Decisions

The results showed that the Korean Wave had a path coefficient of 0.263 with a t-statistic value of 0.793 (p-value = $0.398 > 0.05$). Thus, it can be concluded that the Korean Wave does not have a significant effect on the purchase decision of Samsung products in DKI Jakarta. These results show that although Korean Wave is quite popular among the public, especially

the younger generation, this factor does not directly affect the purchase decision of Samsung gadgets.

This research is relevant to the results of research by Widya Tibayan et al. (2023), which also show that Korean Wave does not have a significant influence on the purchase decision of Samsung cellphones in Makassar City. However, this research is in contrast to Fahira's research (2022), which found that Korean Wave had a significant influence on the purchase decision of BTS albums. This difference can be attributed to the type of product studied, where BTS albums are more closely related to Korean Wave compared to technology products such as gadgets.

Korean Wave does not have an effect on the purchase decision alone because it requires other accompanying variables to be able to influence the purchase decision together. Therefore, these results remain important to study to show that the Korean Wave cannot stand alone as a factor influencing purchase decisions.

In addition, the reason why Korean Wave remains under scrutiny even though the results are not significant is to prove that this variable cannot have a partial impact on purchase decisions, but will only have an influence if supported by other variables. This is important in the study to show that the influence of independent variables on purchasing decisions is not linear or simple, but requires synergy with other factors. This is proven by the R-Square value of 0.877, which shows that simultaneously, the independent variables studied are able to explain 87.7% of the variability of purchase decisions.

Thus, even though the Korean Wave is not partially significant, companies can still consider this phenomenon as one of the marketing elements that support other variables such as Brand Image in building overall consumer purchasing decisions. Therefore, these results remain important to study to show that the Korean Wave cannot stand alone as a factor influencing purchase decisions.

Although the results of the study show that the Korean Wave does not have a significant effect partially, this variable is still studied to prove that its influence on purchasing decisions cannot stand alone, but requires the support of other variables together. This is proven by the R-Square value of 0.877, which shows that independent variables are simultaneously able to explain 87.7% of the variability of purchase decisions.

Although Korean Wave is quite popular and able to build a brand image among the public, especially the younger generation, the results of the study show that its influence on purchasing decisions is not significant. This indicates that although consumers are exposed to Korean culture, their decision to buy Samsung products is more driven by other factors such as product quality and brand image.

The Influence of Hedonic Lifestyle on Purchase Decisions

The results of the analysis showed that Lifestyle Hedonic had a path coefficient of 0.858 with a t-statistic value of 1.016 (p -value = 0.309 > 0.05). This shows that Lifestyle Hedonic does not have a significant effect on the purchase decision of Samsung products in DKI Jakarta. The majority of respondents prioritize the need and quality of products over a hedonistic lifestyle.

The results of this study contradict the research of Rizaldi (2016) which shows a significant influence between hedonistic lifestyle and purchase decisions. This difference in results can be caused by differences in the characteristics of respondents as well as the type of product studied.

Although the results were not partially significant, this variable was still studied to prove that simultaneously, Lifestyle Hedonic along with other independent variables could have a significant influence on purchase decisions, as evidenced by the R-Square value of 0.877.

The hedonistic lifestyle, which is usually associated with the consumption of products for pleasure or social status, turns out not to be a major factor in the purchase decision of Samsung products. Consumers seem to be more rational in making their choices, taking into account the needs and functional value of the product.

The Influence of Brand Image on Purchase Decisions

Brand Image has a path coefficient of 6.842 with a t-statistic value of 6.842 (p-value = 0.000 < 0.05), which shows a significant influence on purchase decisions. These results show that a positive perception of the Samsung brand encourages consumers to buy its products.

This research is in line with the research of Anwar et al. (2011) which shows that brand image has a positive and significant influence on purchase decisions. The better the brand image of a product, the more likely consumers are to buy the product.

Brand Image has proven to be the dominant factor influencing purchase decisions. Consumers with a positive perception of the Samsung brand are more likely to buy its products. This shows that a strong and consistent brand image is crucial in attracting consumers and building their loyalty.

The Influence of Korean Wave on Purchase Decisions Moderated by CRM

The test results show that the Korean Wave moderated by CRM has a path coefficient of 0.846 with a t-statistic value of 0.846 (p-value = 0.398 > 0.05). This shows that CRM does not reinforce the influence of Korean Wave on purchasing decisions.

The explanation of this insignificant result can be related to the less optimal role of CRM in creating added value that consumers feel. Although Korean Wave is quite popular and influential in building a brand image, its effect on purchasing decisions can only be significant if supported by an effective CRM strategy. In this case, CRM may not be able to provide a personalized and relevant experience for consumers who are interested in Korean culture.

Another reason why CRM moderation does not exert a significant influence is that the influence of the Korean Wave is more emotional than rational. Meanwhile, CRMs tend to focus on rational aspects such as customer service and loyalty programs. Therefore, the effect of CRM moderation on Korean Wave is less felt, because the CRM approach is not fully aligned with the emotional motivations of consumers exposed to Korean Wave.

Nevertheless, Korean Wave still needs to be considered as one of the marketing elements, especially when combined with a CRM strategy that is more adaptive to consumer preferences. By integrating the emotional element of Korean Wave into the CRM strategy, the company has the potential to increase the effectiveness of CRM in strengthening the influence of Korean Wave on purchasing decisions.

CRM, while expected to be able to amplify the influence of the Korean Wave on purchasing decisions, did not yield significant results. This shows that the CRM approach applied has not been able to capture or utilize the popularity of Korean Wave effectively in building closer relationships with consumers.

The Influence of Hedonic Lifestyle on Purchase Decisions Moderated by CRM

The Hedonic lifestyle moderated by CRM also did not have a significant influence on the purchase decision, with a path coefficient of 1.016 and a t-statistic value of 1.016 (p-value = 0.309 > 0.05). This shows that the CRM strategy implemented by Samsung has not been effective in strengthening the influence of the hedonistic lifestyle on purchase decisions.

The explanation for this insignificant result can be attributed to the characteristics of consumers who have a hedonistic lifestyle. Consumers with hedonistic lifestyles tend to make purchase decisions based on emotional urges and desires for social status, while implemented

CRMs focus more on rational aspects such as loyalty programs, customer service, and functional benefits of products.

In addition, the hedonistic lifestyle emphasizes instant pleasure and the consumption of items that provide emotional satisfaction. CRMs that are less able to offer unique and engaging experiences to consumers with hedonistic lifestyles are less likely to be effective in reinforcing the connection between hedonistic lifestyles and purchase decisions. Consumers may feel that existing CRM programs do not provide added value that fits their lifestyle, such as exclusive offers or engaging personalized experiences.

Although the results of CRM moderation on hedonistic lifestyle are not significant, hedonistic lifestyle remains an important variable that needs to be considered in marketing strategies. If companies are able to integrate elements of a hedonistic lifestyle into their CRM strategy—such as offering programs that reward a particular lifestyle or luxury experience—then the effect of CRM moderation on a hedonistic lifestyle can increase.

As such, companies are advised to design CRM strategies that are more responsive to the preferences of consumers with hedonistic lifestyles, such as providing exclusive personalized experiences, special discounts on premium products, or early access to new products. This is expected to increase the effectiveness of CRM in strengthening the influence of hedonistic lifestyles on consumer purchasing decisions.

The results of the study show that CRM is also unable to strengthen the influence of hedonistic lifestyle on purchase decisions. This indicates that existing CRM strategies need to be more geared towards providing a more engaging and relevant experience for consumers with hedonistic lifestyles, such as through personalization of services and exclusive programs.

The Influence of Brand Image on Purchase Decisions Moderated by CRM

The brand image moderated by CRM had a path coefficient of 1.089 with a t-statistic value of 1.089 ($p\text{-value} = 0.276 > 0.05$), which shows that CRM moderation is not significant in strengthening the influence of brand image on purchase decisions.

The explanation for these insignificant results can be attributed to the characteristics of CRMs that focus more on increasing customer loyalty through generic services, such as loyalty programs and standard offers, rather than building strong emotional relationships with consumers based on positive brand perceptions. In this case, even though Samsung's brand image is already strong enough in the eyes of consumers, CRM has not been able to strengthen this influence because it does not offer additional value that is specific and relevant to the brand image that consumers expect.

Another reason why CRM moderation on brand image is not significant is the lack of differentiation in the CRM strategy implemented. Consumers may feel that Samsung's CRM program does not provide a unique and exclusive experience that aligns with the premium image that the Samsung brand has. In fact, if CRM can offer higher personalization services or more exclusive experiences, then consumers will be more encouraged to make purchase decisions based on brand image.

Although the results of CRM moderation on brand image are not significant, it is important to note that brand image remains a very significant factor in influencing purchasing decisions. Therefore, companies need to consider developing a CRM strategy that is more integrated with efforts to improve brand image. This strategy could include giving special rewards to loyal customers who promote the brand image, launching limited-edition products that are only available to loyalty program members, or organizing exclusive events that reinforce Samsung's premium image.

Thus, to increase the effectiveness of CRM in strengthening the influence of brand image on purchasing decisions, companies need to adopt a more proactive and personalized CRM approach, which is able to create a stronger emotional connection with consumers based on a positive perception of the brand. The brand image moderated by CRM had a path coefficient of 1.089 with a t-statistic value of 1.089 (p -value = 0.276 > 0.05), which shows that CRM moderation is not significant in strengthening the influence of brand image on purchase decisions.

Although Brand Image has a significant influence on purchasing decisions, moderation by CRM does not significantly strengthen this relationship. This shows that the CRM strategy implemented has not been able to provide added value in accordance with Samsung's premium brand image. Therefore, it is necessary to develop a more personalized and exclusive CRM strategy to strengthen the emotional connection between consumers and brands.

CONCLUSION

Based on the analysis and discussion of the influence of the Korean Wave, Hedonic Lifestyle, and Brand Image on Purchase Decisions for Samsung products, with Customer Relationship Management (CRM) as a moderating variable, several conclusions can be drawn. The Korean Wave does not significantly influence Purchase Decisions for Samsung products in DKI Jakarta, although an increase in popularity may lead to higher purchase decisions. Similarly, Hedonic Lifestyle does not have a significant effect on Purchase Decisions, as indicated by hypothesis testing results showing a lack of significant influence. In contrast, Brand Image significantly affects Purchase Decisions, as a positive brand image boosts consumer confidence and plays a key role in driving purchases. However, CRM does not strengthen the impact of the Korean Wave or Hedonic Lifestyle on Purchase Decisions, suggesting that the CRM strategies implemented are not yet effective in leveraging cultural or lifestyle influences. Additionally, while CRM has a very weak moderating effect on the relationship between Brand Image and Purchase Decisions, this influence is not significant. These findings highlight that rational factors such as product quality and price remain more critical in consumer purchase decisions than cultural or lifestyle influences.

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