

**The Effect of Korean Country Image, Consumer Ethnocentrism,
Korean Star Image, and Korean Product Quality on Customer
Loyalty in Jakarta toward Korean Products during SEAblings
Phenomenon**



THESIS

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Korean Star Image, and Korean Product Quality on Customer
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Phenomenon**

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**Submitted in a partial fulfilment of the requirements for the degree of Bachelor
of Business Administration**

CERTIFICATE OF APPROVAL

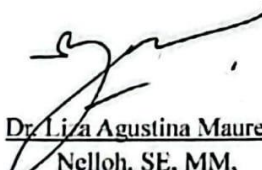
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We hereby declare that this Thesis is from student's own work, has been read and presented to Institute IPMI Board of Examiners, and has been accepted as part of the requirements needed to obtain a Bachelor of Business Administration Degree and has been found to be satisfactory.

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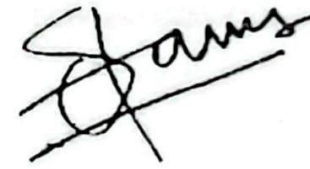


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NON-PLAGIARISM DECLARATION FORM

This Thesis is a presentation of our original study work. Wherever contribution of others is involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative study and discussions. Also, this work is being submitted in partial fulfilment of the requirements for the Bachelor of Business Administration degree and has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Jakarta, July 29th, 2026



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ABSTRACT

The Korean Wave (Hallyu) has driven sustained demand for Korean products in Indonesia, but this growth has recently been complicated by the SEAbings phenomenon, an online backlash that divided Indonesian sentiment toward South Korea. Prior studies on Korean products in Indonesia have focused mainly on purchase intention, leaving customer loyalty, a stronger indicator of long-term consumer behavior, underexplored amid this shifting sentiment. Grounded in Country-of-Origin Theory, this study examines the effects of Korean Country Image, Consumer Ethnocentrism, Korean Star Image, and Product Quality on Customer Loyalty toward Korean products during the SEAbings phenomenon. This quantitative study used purposive sampling to survey 143 respondents aged 17 to 35 in Jakarta with experience using Korean products, and the data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4. The findings show that Korean Country Image and Consumer Ethnocentrism do not significantly influence Customer Loyalty, whereas Korean Star Image and Product Quality exert significant positive effects, with Korean Star Image emerging as the strongest predictor of loyalty. These results indicate that consumers' loyalty toward Korean products rests more on affective attachment to Korean celebrities and direct product experience than on abstract, nationally framed perceptions. The study extends Country-of-Origin Theory to a loyalty context shaped by contested digital sentiment and suggests that marketers prioritize celebrity endorsement and consistent product quality to sustain consumer loyalty amid shifting public sentiment.

Keywords: Consumer Ethnocentrism, Customer Loyalty, Korean Country Image, Korean Star Image, Product Quality, SEM-PLS

CHAPTER I

INTRODUCTION

1.1 Research Background

Globalization and digital technology have transformed how consumers behave across borders. Digital platforms, e-commerce, and social media let consumers buy goods across borders. Products with cultural significance have driven much of that cross-border growth (Kotler & Keller, 2016). Korean products are the clearest example. The Korean Wave (Hallyu) raised South Korea's cultural profile worldwide: the global popularity of K-pop, Korean dramas, films, and digital content drove demand for Korean cosmetics, skincare, fashion, and food (Jin, 2016; Lee & Kim, 2021).

In ASEAN, demand for Korean products has grown alongside the region's exposure to Korean media and the spread of digital platforms. Consumers in Indonesia, Thailand, and the Philippines show a clear preference for Korean brands in beauty and lifestyle. Exposure to Korean media builds cultural familiarity, and that familiarity produces favorable attitudes toward Korean products (Statista, 2023). As a result, Korean brands compete with local and international brands across the region.

Indonesia ranks among Southeast Asia's largest markets for Korean products. Indonesian audiences' enthusiasm for Korean entertainment has built brand awareness and market penetration in skincare, cosmetics, and food, and this receptiveness shows how cultural exposure shapes perceptions of a country's products (Lee & Kim, 2021). Consumer perceptions in Indonesia, however, keep shifting alongside social and digital trends. The "SEAblings" movement illustrates this shift. Southeast Asian netizens, Indonesians included, organized in response after members of certain Korean online communities posted remarks many considered offensive. Kompas (2024) documented the role Indonesian netizens played in the debate that followed. Public sentiment has since split: some Indonesians still admire Korean culture, while others now hold a more critical view of the country. That split affects businesses operating in Indonesia: it can determine whether consumers keep buying Korean products.

Marketing research ties these shifts to several drivers of consumer behavior. The country-of-origin (COO) effect holds that consumers judge a product's quality and reliability through the image of its country of origin (Verlegh & Steenkamp, 1999), so South Korea's image shapes the trust consumers place in its products. Consumer ethnocentrism has the opposite effect: when national pride or regional solidarity

intensifies, buyers turn toward domestic alternatives instead (Shimp & Sharma, 1987; Balabanis & Siamagka, 2022). Korean celebrity brand ambassadors shape consumer perceptions and build emotional attachment to products (Jin & Ryu, 2022). Product quality remains the strongest driver of consumer satisfaction and of the decision to keep using a product (Kotler & Keller, 2016; Kim & Park, 2023).

Most studies of consumer behavior toward Korean products focus on purchase intent and emphasize cultural influence and marketing initiatives (Tjoe & Kim, 2016). Research on customer loyalty remains limited by comparison. Loyalty denotes consumers' sustained attitudinal commitment and consistent behavioral support for a product over time, and it offers deeper insight into long-term consumer behavior (Dick & Basu, 1994). Phenomena like SEAbings make this gap urgent: companies need to understand what drives loyalty so they can adapt their strategies and protect consumer trust.

This study addresses that gap by examining how South Korea's national image, consumer ethnocentrism, Korean celebrity image, and product quality influence Indonesian consumers' loyalty to Korean products. The results should help companies operating in Indonesia adapt their strategies and stay competitive as social dynamics shift and public perceptions evolve.

1.2 Research Problems and Research Gap

The increasing presence of Korean products in the Indonesian market reflects the strong influence of cultural globalization, particularly through the Korean Wave. Korean products have gained broad acceptance among Indonesian consumers, with beauty and lifestyle items leading the way. Country-of-origin perceptions, consumer ethnocentrism, celebrity endorsement, and product quality all shape how consumers respond to foreign products. The SEAbings phenomenon illustrates that consumer perceptions of Korea can shift toward criticism. Together, these factors are likely to influence both consumers' initial interest in Korean products and their willingness to continue using them over time.

Most previous studies examine purchase intention, tied to the Korean Wave, country image, and celebrity endorsement (Tjoe & Kim, 2016; Lee & Kim, 2021). These studies clarify how consumers reach initial purchase decisions, but they say

little about what happens after: how consumers evaluate Korean products over time, and whether that evaluation turns into loyalty.

Customer loyalty remains underexplored as a key indicator of long-term consumer behavior. That's the evidence gap. Prior research also tends to test factors like Korean country image, consumer ethnocentrism, Korean star image, and product quality separately, rather than examining how they combine to shape loyalty toward Korean products.

There's a practical gap too: businesses lack clear guidance on sustaining consumer engagement as market conditions change. Digital discourse plays a role here. During movements like SEAbings, Indonesian netizens' views of Korea shift, along with how they perceive and keep using Korean products. Researchers have paid little attention to these dynamics, so businesses have few strategies for maintaining consumer trust and long-term product use.

1.3 Research Questions

1. How does Korean country image influence Indonesian consumers' customer loyalty toward Korean products?
2. How does consumer ethnocentrism influence Indonesian consumers' customer loyalty toward Korean products?
3. How does Korean star image influence Indonesian consumers' customer loyalty toward Korean products?
4. How does Product quality influence Indonesian consumers' customer loyalty toward Korean products?

1.4 Research Objectives

1. To analyze the influence of Korea's country image on Indonesian consumers' customer loyalty toward Korean products.
2. To analyze the influence of consumer ethnocentrism on Indonesian consumers' customer loyalty toward Korean products.

3. To analyze the influence of Korean star image on Indonesian consumers' customer loyalty toward Korean products.
4. To analyze the influence of product quality on Indonesian consumers' customer loyalty toward Korean products.

1.5 Research Contributions

This study is expected to make both theoretical and practical contributions to our understanding of consumer behavior toward international products, particularly Korean products in the Indonesian market.

1.5.1 Theoretical Contributions

Theoretically, this study is expected to contribute to the advancement of knowledge in the fields of marketing and consumer behavior, particularly regarding the influence of country image, consumer ethnocentrism, celebrity image, and product quality perception on customer loyalty toward a product.

This study is also expected to enrich academic literature discussing consumer behavior toward international products in the context of emerging markets. Furthermore, by focusing on customer loyalty rather than purchase intention, which has been studied more frequently—this research offers a different perspective. It is hoped that this study will broaden the academic understanding of the factors that drive long-term loyalty toward international products, particularly in culturally rich and dynamic markets such as Indonesia.

1.5.2 Practical Contributions

This study carries practical implications for stakeholders involved in marketing and distributing Korean products across Indonesia. The findings identify which factors shape consumers' decisions to remain loyal to these products, giving companies a clearer basis for strategy. Marketers can draw on this understanding to strengthen South Korea's national image, refine celebrity endorsement strategies, and sustain product quality, all of which build consumer trust and loyalty.

Sectors tied to Korean culture stand to benefit most from these findings. Skincare and beauty brands learn how consumer perceptions and social factors shape long-term product use. Concert organizers can use these results to track how shifts in public sentiment affect audience turnout and interest in Korea-related events. Korean retail businesses, meanwhile, can draw on these findings to adapt their strategies and sustain customer relationships as consumer attitudes evolve.

Fashion brands can likewise align marketing with current consumer trends. The results matter most for marketing professionals: they clarify how Indonesian consumers evaluate foreign products in a fast-changing digital market, including reactions to social phenomena such as SEAbings that can shift consumer opinion within a short span. Companies that understand these factors can craft more agile, relevant marketing and stay competitive while keeping consumers engaged in the Indonesian market.

1.6 Research Flow

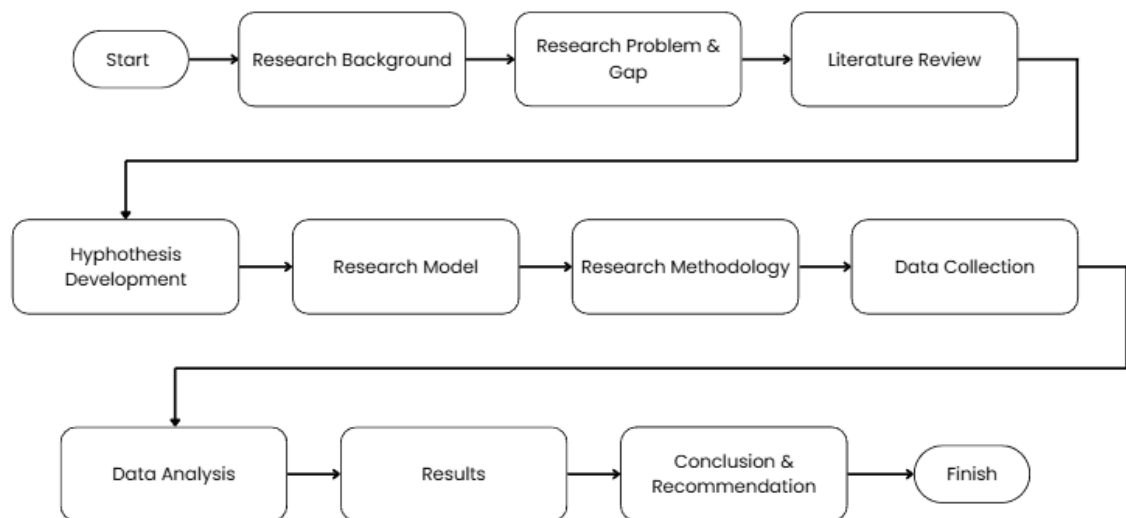


Figure 1 Research Flow

Source: Modified based on Hair et al. (2021) and Sekaran & Bougie (2020)

1.7 Research Outline

This thesis is outlined as follows:

Chapter 1: This chapter presents the background of the study, research problems, research questions, research objectives, research benefits, and the research scope. It provides an overview of the growing popularity of Korean products in Indonesia and discusses the emerging SEAbings phenomenon, which may influence consumer perception and behavior. This chapter also highlights the importance of analyzing factors that affect consumers' customer loyalty toward Korean products.

Chapter 2: This chapter discusses the theoretical foundations and previous studies related to the research variables. It elaborates on the concepts of country-of-origin theory, consumer behavior, Korean country image, consumer ethnocentrism, Korean star image, product quality, and customer loyalty. This chapter also develops the research hypotheses and presents the theoretical framework that explains the relationships between the variables.

Chapter 3: This chapter explains the research methodology, including the research design, variables, and their operational definitions. It also describes the population and sampling techniques, data collection methods, and data analysis techniques using Partial Least Squares Structural Equation Modeling (PLS-SEM).

Chapter 4: This chapter presents the results of data analysis, including the evaluation of the measurement model (outer model) and the structural model (inner model). It also discusses the findings in relation to the research hypotheses and interprets the results based on relevant theories and previous studies.

Chapter 5: This chapter summarizes the key findings of the study, provides conclusions, outlines research limitations, and offers recommendations for future research as well as practical implications for businesses and stakeholders.

CHAPTER II

LITERATURE REVIEW

2.1 Country of Origin Theory

The country-of-origin (COO) effect serves as an informational shortcut, helping consumers, especially those with limited knowledge of a product to assess a product's quality and reliability (Verlegh & Steenkamp, 1999). A country's image has become a key factor in international marketing as a result, shaping consumer expectations, trust, and how buyers assess imported goods.

This perception, or "country image," forms through channels like cultural exposure, media portrayals, historical narratives, and personal experience (Roth & Diamantopoulos, 2009). South Korea's image has improved through the global spread of its culture via the Korean Wave, which has positioned the country as a hub of innovation, modernity, and high-quality production.

Research shows that a positive national image increases consumer trust and willingness to engage with Korean brands (Lee & Kim, 2021). This image also shapes how consumers judge product quality and brand credibility (Choi & Lee, 2022): its influence outlasts the first purchase and carries into consumers' long-term attitudes.

The COO effect is stronger in product categories with symbolic and emotional value, such as beauty and lifestyle products, where consumers link a product's appeal to the cultural identity of its country of origin (Magnusson et al., 2021). Korean skincare products, for example, have earned a reputation for innovation and effectiveness, backed by South Korea's industrial reputation. But these perceptions shift. What people say on social media can shift public opinion. The SEAbings movement shows this: some Indonesians still hold positive views of Korea, while others have grown more critical. These shifts affect how consumers evaluate Korean products and whether they stay loyal to them.

The COO framework holds that consumer evaluations depend on product attributes and the symbolic meanings tied to a product's country of origin. A negative image of

a country can create distrust and weaken behavioral intentions even for high-quality products. A positive image, in contrast, strengthens consumer trust and encourages sustained use (Verlegh & Steenkamp, 1999; Lee & Kim, 2021). South Korea's image is therefore a central variable in this study: it shapes how Indonesian consumers view the country and its products. This study examines that influence on customer loyalty to explain long-term consumer engagement in Indonesia's fast-changing market.

2.1.1 Korean Country Image

Korean country image is the aggregate perception consumers hold of South Korea, built from their exposure to its culture, products, technological achievements, and international standing. Consumers draw on this perception to judge quality, reliability, and symbolic value (Lee & Kim, 2021). International marketing scholars treat it as an extension of the country-of-origin framework, broadened to capture a holistic assessment of the country itself.

The Korean Wave (Hallyu) contributed to building this image, positioning South Korea as a culturally dynamic and technologically advanced society. K-pop, dramas, and films gave Korea a cultural identity that resonates with global audiences, particularly younger, digitally engaged consumers (Jin, 2016).

Researchers find that country image shapes consumer behavior. Consumers with a favorable view of Korea rate its products as higher quality and trust them more (Lee & Kim, 2021). Those who see Korea as innovative and culturally appealing develop favorable product attitudes (Choi & Lee, 2022). These effects persist past initial exposure and color consumer responses over time.

Indonesia illustrates this pattern. Indonesian consumers associate Korean products with superior quality, innovation, and a modern lifestyle. Korean brands have expanded their presence there, and marketers have reinforced these associations by featuring Korean celebrities in campaigns, building Korea's overall image (Lee & Kim, 2021; Choi & Lee, 2022).

Country image can shift. Online discourse and public sentiment reshape how consumers see a country over time. The "SEAbblings" movement shows this: positive cultural ties now coexist with sharper criticism of Korea. Consumers revise their perceptions as sentiment shifts, so country image is a variable, not a given (Jin, 2016).

This study treats South Korea's national image as a central variable, examining how consumer perceptions of the country shape loyalty toward its products. Consumers who hold a favorable image of Korea tend to trust its products and continue buying them; when that image deteriorates, loyalty tends to follow (Lee & Kim, 2021; Choi & Lee, 2022). By tracking these shifts, this study addresses customer loyalty in a market as fluid as Indonesia's.

2.1.2 Consumer Ethnocentrism

Consumer ethnocentrism is a preference for domestic goods over foreign alternatives, rooted in nationalist, economic, and social values. Consumers with high ethnocentrism believe buying foreign products harms the domestic economy and labor market, and that belief leads them to view imports unfavorably (Shimp & Sharma, 1987). Ethnocentrism thus helps explain why consumers resist foreign brands.

Ethnocentrism remains a force even under globalization. In emerging markets, consumers face growing exposure to international goods, but many still let national identity and cultural norms guide their choices (Balabanis & Siamagka, 2022). A consumer may recognize the quality of a foreign product and still choose a domestic alternative out of national loyalty.

Researchers find that higher ethnocentrism correlates with more negative attitudes toward foreign products, reducing consumers' willingness to buy them and strengthening preference for domestic brands (Balabanis & Siamagka, 2022). Consumers with high ethnocentrism in developing countries show lower purchase intention and reduced long-term engagement with foreign products, suggesting the effects extend past the initial purchase (Nguyen et al., 2023).

In Indonesia, consumer ethnocentrism becomes more prominent when national identity or regional solidarity enters public discourse. The SEAbblings movement is one example: Southeast Asian netizens built collective regional

solidarity through digital channels. As consumers built that solidarity, they grew more critical of foreign products, including Korean ones, and more supportive of local goods (Balabanis & Siamagka, 2022; Nguyen et al., 2023).

The effects of ethnocentrism extend past the initial purchase. Consumers with strong nationalist tendencies tend to stay less loyal to foreign products even after positive experiences with them, because ideology and cultural identity shape preferences more than product performance does (Nguyen et al., 2023). Ethnocentrism can therefore shape long-term loyalty in markets where national identity carries strong cultural weight.

This study treats consumer ethnocentrism as a key variable to explain why Indonesian consumers may resist Korean products. Consumers with high ethnocentrism are less likely to stay loyal to foreign brands; those with lower ethnocentrism tend to evaluate products on quality and personal experience (Shimp & Sharma, 1987; Balabanis & Siamagka, 2022). The degree to which ethnocentrism shapes loyalty matters for companies trying to retain customers in a competitive and fast-changing market.

2.1.3 Korean Star Image

The image of Korean celebrities encompasses consumer perceptions of K-pop idols, actors, and other Korean public figures who are often used as brand ambassadors in promotional campaigns. Celebrities who endorse brands transfer their cultural meaning to the product. Consumers connect the brand to the celebrity's personality and lifestyle rather than its functional attributes (Jin & Ryu, 2022).

Source credibility theory holds that credibility, attractiveness, and expertise determine an endorser's persuasive impact (Jin & Ryu, 2022). Credible, attractive celebrities shift attitudes more than unknown endorsers do. K-pop idols and Korean actors draw global attention and build brand identity for Korean products, appealing most to younger consumers.

Korean celebrities also create emotional bonds between consumers and brands. Consumers form parasocial relationships, feeling close to celebrities they have never met (Park & Lin, 2023). Consumers with those bonds tend to buy what the celebrity endorses. In Indonesia, where Korean entertainment

commands large audiences, consumers form stronger parasocial connections that shape buying behavior.

Research confirms this. When consumers find a celebrity credible, they trust the endorsed brand more and show stronger purchase intent (Jin & Ryu, 2022). Those who follow Korean stars show higher engagement and stronger brand loyalty (Park & Lin, 2023), sustaining the relationship past the first purchase.

Korean celebrities also serve as a cultural bridge to Korean products. Consumers who follow Korean stars grow familiar with Korean culture, which raises their acceptance of Korean products and lowers perceived risk. As consumers grow more familiar, they feel more confident buying Korean products and keep doing so over time (Park & Lin, 2023). This pattern is most visible in markets like Indonesia, where sustained exposure to Korean culture shapes what consumers buy.

This influence fluctuates. Social media discourse and public sentiment can shift how consumers see Korean celebrities and culture, as the SEAbings movement demonstrates. Negative sentiment toward Korea weakens the positive endorsement effect once consumers reconsider their emotional attachment to Korean culture (Jin & Ryu, 2022; Park & Lin, 2023).

Korean star image remains a key driver of consumer behavior, shaping emotional attachment and brand engagement. Consumers who feel connected to a brand through celebrity endorsement develop loyalty and continue using the product. This study treats Korean star image as an important variable because it accounts for the emotional and symbolic factors behind customer loyalty toward Korean products in Indonesia (Jin & Ryu, 2022; Park & Lin, 2023).

2.2 Consumer Behavior

Consumer behavior is the study of how individuals and groups select, purchase, use, and evaluate products and services. Marketers treat it as central because it maps decision-making from pre-purchase to post-purchase, along with what drives each stage (Kotler & Keller, 2016). Consumers today choose from a wider range of international products, each carrying cultural and symbolic meaning alongside functional attributes.

Internal and external factors both shape what consumers buy. Internally, preferences, attitudes, and motivations push consumers toward certain choices; externally, cultural influences, social circles, and marketing communications pull them in particular directions (Solomon, 2020). Korean products show how these forces combine: consumers weigh quality and function alongside the cultural pull of the Korean Wave. In Indonesia, consumers who engage with global cultural content weigh rational and emotional considerations at once, making their purchasing behavior harder for marketers to predict.

Kotler and Keller (2016) map consumer decision-making as a five-stage process: problem recognition, information search, evaluation of alternatives, purchase, and post-purchase behavior. Researchers tend to focus on the pre-purchase stages, but what happens after purchase determines whether a consumer returns. Marketers treat customer loyalty as a signal of satisfaction and the durability of the consumer-product relationship.

Hwang and Zhang (2021) find that consumers who engage with global culture and digital content develop stronger preferences for foreign products. Through social media, consumers discover international trends and form preferences that reach past their local context. In Indonesia, consumers who follow Korean entertainment have driven demand for Korean products. The same platforms, however, can shift public sentiment and push consumers to revise their attitudes toward Korean goods.

Emotional and symbolic factors also drive purchasing decisions, particularly in beauty, fashion, and lifestyle. Consumers connect products to their identity and social standing, and they treat those connections as seriously as product quality and performance (Solomon, 2020). Korean products draw on this dynamic, as consumers build emotional attachment through cultural familiarity, celebrity influence, and alignment with a modern lifestyle, all of which strengthen engagement and increase the likelihood of continued use.

Consumer behavior does not remain fixed, however; it shifts alongside external influences such as social discourse and public sentiment. The SEAbings movement

demonstrates how digital interactions shape collective perceptions and consumer attitudes toward a country and its products. Consumer behavior toward Korean products in Indonesia thus follows both traditional marketing factors and broader socio-digital dynamics (Hwang & Zhang, 2021).

Understanding consumer behavior within this study therefore requires weighing both rational and emotional dimensions alongside the surrounding social and cultural context. This study focuses on customer loyalty to show how consumers build long-term relationships with Korean products in an environment where perceptions shift due to external influences (Kotler & Keller, 2016; Solomon, 2020).

2.2.1 Product Quality

Product quality is consumers' overall assessment of a product's ability to fulfill its intended purpose, covering performance, reliability, durability, and consistency. Quality drives customer satisfaction and shapes long-term consumption patterns (Kotler & Keller, 2016). In marketing, quality forms the foundation for how consumers perceive value and decide whether to keep using a product.

Kim and Park (2023) explain the quality-loyalty link through expectation-confirmation theory: satisfaction arises when a product's performance meets or exceeds pre-purchase expectations, and that confirmation increases the odds of repeat purchases and continued use. Product quality, then, matters for initial sales and for building long-term relationships with consumers.

Consumers who perceive a product as high quality tend to be more satisfied and more loyal across global brands (Kim & Park, 2023). They also show stronger repurchase intent, trusting the product enough to keep returning (Hwang & Lee, 2022). In competitive markets, perceived quality is among the strongest predictors of loyalty.

For Korean products, consumers associate quality with innovation and technical effectiveness, particularly in skincare and cosmetics. Korean brands built their international reputation through research-based development and high production standards. Consumers who trust that consistency tend to return (Kim & Park, 2023; Hwang & Lee, 2022).

Consumers also use product quality as a stable reference point when outside factors shift their perceptions. Social phenomena like SEAblings can change how consumers view Korea, but quality is tangible and grounded in personal experience. Consumers who have had good experiences with high-

quality products tend to keep buying them, even as public sentiment toward Korea grows more critical (Hwang & Lee, 2022).

Consumers who experience consistent product performance come to trust the brand and see less risk in buying again. They then tend to use the product more habitually and develop stronger loyalty over time (Kim & Park, 2023).

Companies cannot rely on quality alone. They also need communication strategies that build consumer trust beyond product quality itself, particularly in Indonesia, where consumers form perceptions through product experience and online discourse (Hwang & Lee, 2022; Kim & Park, 2023).

This study treats product quality as a central variable, asking how quality perceptions shape consumer satisfaction and long-term loyalty in the Indonesian market (Kotler & Keller, 2016; Kim & Park, 2023).

2.2.2 Customer Loyalty

Customer loyalty combines a consumer's positive disposition toward a brand with a consistent history of repeat purchases. Dick and Basu (1994) define loyalty as the strength of the relationship between an individual's relative attitude and their repeat purchasing behavior, where social norms and situational factors shape both. This differs from purchase intention, a pre-behavioral construct. As a post-consumption phenomenon, loyalty measures how durable brand relationships are. Scholars use it as a key metric of brand success, tracking how satisfied and committed consumers remain over time (Dick & Basu, 1994; Kim & Park, 2023).

Oliver (1999) argues satisfaction is necessary but insufficient for loyalty. It starts the process; personal commitment and social bonds with the brand deepen loyalty over time. Perceived value, the ratio of benefits to costs, reinforces it further.

Consumers stay loyal to products they see as more valuable than the alternatives (Nguyen et al., 2023). For Korean products, this value rests on quality alongside symbolic associations with Korean culture and lifestyle.

Purchase intention captures a consumer's initial interest; loyalty measures long-term commitment and actual product experience. This includes the attitudinal dimension Dick and Basu (1994) identify, favorable evaluation and emotional attachment, and the behavioral one, repeat purchase and resistance to switching. Quality and satisfaction drive loyalty: consumers stay with products that meet their expectations (Kim & Park, 2023). Loyalty draws on

emotional attachment and rational evaluation, making it multidimensional (Nguyen et al., 2023).

In the Indonesian market, loyalty toward Korean products reflects the full arc of consumer experience. The Korean Wave drew consumers to try Korean products; loyalty follows from their experience with them. Cultural influence draws consumers in. Quality, trust, and perceived value determine whether they stay (Kim & Park, 2023; Nguyen et al., 2023).

Trust builds through consistent positive product experiences and sustains loyalty. It reduces perceived risk. Brands that earn trust in competitive markets hold lasting consumer relationships (Hwang & Lee, 2022).

Social and digital interactions also shape loyalty. Phenomena such as SEABlings show how public sentiment and online discourse shape consumer perceptions of a country and its products. These factors shift attitudes, but loyalty depends on perception and direct product experience, not public discourse alone (Hwang & Lee, 2022; Nguyen et al., 2023).

This study treats loyalty as the main dependent variable, the outcome of the factors shaping consumer behavior. It traces how Indonesian consumers build lasting relationships with Korean products as direct experience and outside influences shift perceptions (Dick & Basu, 1994; Kim & Park, 2023).

2.3 Previous Studies

Research on Korean products has focused on factors the Korean Wave shaped: country image, consumer ethnocentrism, celebrity endorsements, and product quality. Purchase intention and attitude are the standard outcome variables. Post-purchase behavior has drawn less attention; customer loyalty, which describes long-term consumer engagement, remains understudied.

Dick and Basu (1994) define loyalty through the strength of the relationship between relative attitudes and repeat purchases, with social norms and situational factors shaping that relationship. Their classification into four types, no loyalty, pseudo-loyalty, latent loyalty, and true loyalty, distinguishes genuine consumer commitment from habit and surface-level attachment. Therefore, reviewing previous studies is essential to situate this research within the existing literature and to justify the selection of the variables used.

The following table presents a summary of selected previous studies that are relevant to this research, including their variables, methods, and main findings.

Table 1 Previous studies

No	Author	Title	Variables	Method	Findings
1	Tjoe & Kim (2016)	The Effect of Korean Wave on Consumer's Purchase Intention of Korean Cosmetic Products in Indonesia	Korean Wave, Country Image, Purchase Intention	Quantitative	Korean Wave and country image significantly influence purchase intention toward Korean products in Indonesia.
2	Lee & Kim (2021)	The Influence of Country Image on Consumer Attitudes toward Korean Products	Country Image, Consumer Attitude, Purchase Behavior	Quantitative	Country image positively affects consumer trust and attitudes toward Korean products.
3	Choi & Lee (2022)	The Role of Country Image in Influencing Consumer Behavior toward	Country Image, Product Evaluation, Behavioral Intention	Quantitative	Positive country image enhances perceived quality and increases

No	Author	Title	Variables	Method	Findings
		Korean Cosmetics			behavioral intention.
4	Balabanis & Siamagka (2022)	Consumer Ethnocentrism and Foreign Product Attitudes	Ethnocentrism, Attitude toward Foreign Products	Quantitative	Ethnocentrism negatively affects attitudes toward foreign products.
5	Nguyen et al. (2023)	Consumer Ethnocentrism and Behavioral Intention toward Foreign Products	Ethnocentrism, Behavioral Intention, Customer Loyalty	Quantitative	High ethnocentrism reduces purchase intention and long-term loyalty toward foreign products, especially in emerging markets.
6	Jin & Ryu (2022)	Celebrity Endorsement and Consumer Brand Perception	Celebrity Image, Brand Perception, Consumer Trust	Quantitative	Celebrity endorsement significantly enhances brand perception and consumer trust.

No	Author	Title	Variables	Method	Findings
7	Park & Lin (2023)	The Influence of K-pop Celebrity Endorsement on Consumer Behavior	Celebrity Endorsement, Consumer Behavior, Brand Loyalty	Quantitative	Korean celebrity endorsement positively influences consumer engagement and loyalty.
8	Kim & Park (2023)	Product Quality and Customer loyalty in Global Brands	Product Quality, Customer Loyalty	Quantitative (SEM-PLS)	Product quality has a significant positive effect on customer loyalty.
9	Hwang & Lee (2022)	The Effect of Product Quality on Repurchase Intention in Cosmetics Industry	Product Quality, Repurchase Intention, Customer Satisfaction	Quantitative	Product quality strongly influences repurchase intention, customer satisfaction, and long-term brand loyalty in the cosmetics industry.

No	Author	Title	Variables	Method	Findings
10	Dick & Basu (1994)	Customer Loyalty: Toward an Integrated Conceptual Framework	Relative Attitude, Repeat Patronage, Customer Loyalty, Social Norms, Situational Factors	Conceptual (Framework Development)	Customer loyalty is defined as the strength of the relationship between relative attitude and repeat patronage, moderated by social norms and situational factors. The framework identifies four loyalty types: no loyalty, spurious loyalty, latent loyalty, and true loyalty.

2.4 Conceptual Framework

Consumer behavior toward Korean products is influenced by several key factors that shape their perception and evaluation. Korean country image provides a general perception of the country, which influences trust and product evaluation. Consumer ethnocentrism reflects a tendency to favor domestic products, which may reduce interest in foreign products.

Meanwhile, Korean star image represents the influence of celebrity endorsement, which can enhance product attractiveness and emotional engagement. Product quality serves as a fundamental factor that determines whether consumers are satisfied with the product and willing to continue using it.

Based on these relationships, it is expected that all independent variables directly influence customer loyalty toward Korean products.

2.5 Hypothesis Development

2.5.1 The Effect of Korean Country Image to Customer Loyalty

Korean country image plays an important role in shaping consumer perceptions toward products originating from South Korea. Based on the country-of-origin theory, consumers tend to associate product quality, reliability, and value with the image of the country where the product is produced. A favorable country image can enhance consumer trust and lead to more positive evaluations of products, which may influence both initial and continued usage behavior (Lee & Kim, 2021).

Recent studies have shown that country image has a significant impact on consumer attitudes and behavioral intentions toward Korean products. For example, research by Lee and Kim (2021) found that a positive perception of Korea as a technologically advanced and culturally attractive country increases consumer trust and product evaluation. Similarly, Choi and Lee (2022) demonstrated that country image significantly influences consumers' intention to engage with and continue using Korean cosmetic products.

Although prior research mainly focuses on purchase intention, the same mechanism can be extended to customer loyalty. When consumers hold a positive perception of Korea, they are more likely to maintain trust and remain loyal to Korean products over time. Therefore, the following hypothesis is proposed:

H1: Korean country image has a positive effect on customer loyalty toward Korean products.

2.5.2 The effect of Consumer Ethnocentrism to Customer Loyalty

Consumer ethnocentrism refers to the tendency of individuals to prefer domestic products over foreign products due to economic and nationalistic considerations. Consumers with higher levels of ethnocentrism tend to perceive foreign products less favorably, which can negatively influence their attitudes and behavioral intentions (Balabanis & Siamagka, 2022).

Empirical studies have consistently found that ethnocentrism negatively affects consumer responses toward foreign products. Balabanis and Siamagka (2022) found that consumers with strong ethnocentric tendencies are less likely to support or purchase foreign brands. In addition, Nguyen et al. (2023) showed that ethnocentrism reduces both purchase intention and long-term engagement with international products, particularly in emerging markets.

In the context of customer loyalty, ethnocentrism may play an even more critical role, as sustained loyalty requires continued acceptance of foreign products. Consumers with higher ethnocentric tendencies may be less willing to remain loyal to Korean products, especially when social or cultural sentiments become more salient. Therefore, the following hypothesis is proposed:

H2: Consumer ethnocentrism has a negative effect on customer loyalty toward Korean products.

2.5.3 The effect of Korean Star Image to Customer Loyalty

Korean star image refers to consumers' perception of Korean celebrities who are widely used as brand ambassadors in marketing campaigns. Celebrity endorsement shapes consumer attitudes through attractiveness, credibility, and emotional appeal (Jin & Ryu, 2022).

Jin and Ryu (2022) find that celebrity image strengthens brand attractiveness and the emotional connection between consumers and products. Park and Lin (2023) find that K-pop celebrity endorsement shapes consumer attitudes and raises both purchase and continued-usage intentions.

Celebrity influence extends beyond initial purchase decisions into long-term consumer behavior. Consumers who feel an emotional connection to a brand through a celebrity tend to develop loyalty and keep using the product. Korean star image, then, plays a role in customer loyalty, the following hypothesis is proposed:

H3: Korean star image has a positive effect on customer loyalty toward Korean products

2.5.4 The effect of Product Quality to Customer Loyalty

Product quality is a fundamental factor influencing consumer satisfaction and long-term usage behavior. It refers to the overall performance, reliability, and ability of a product to meet consumer expectations. High perceived product quality increases consumer satisfaction, which in turn strengthens loyalty and behavioral intentions (Kim & Park, 2023).

Previous research has consistently shown that product quality has a positive effect on consumer retention and long-term loyalty. Kim and Park (2023) found that perceived product quality significantly influences customer loyalty in global brands. Similarly, Hwang and Lee (2022) demonstrated that product quality is a key determinant of repurchase intention and sustained customer loyalty, particularly in the cosmetics industry.

In the context of Korean products, consumers who perceive high product quality are more likely to develop trust and continue using the product over time. Therefore, the following hypothesis is proposed:

H4: Product quality has a positive effect on customer loyalty toward Korean products.

2.6 Research Model

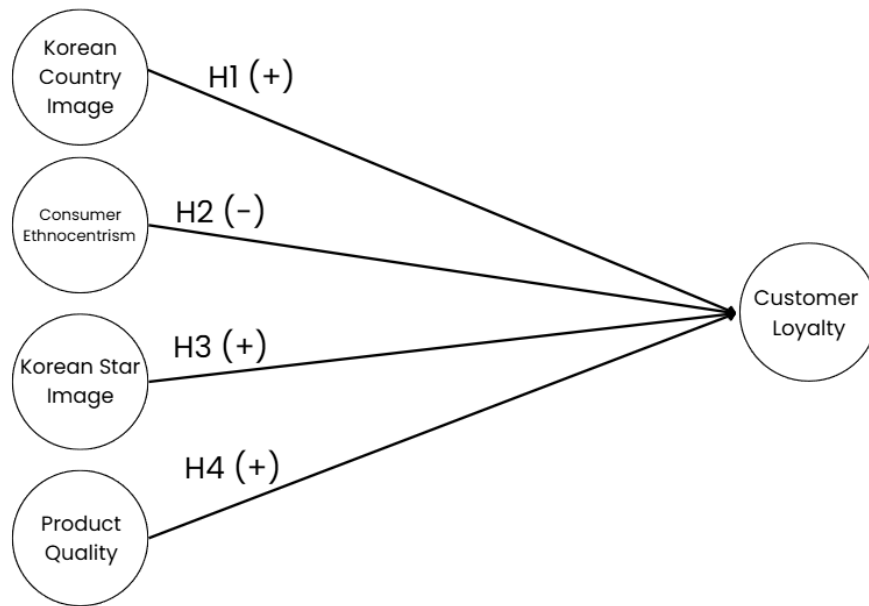


Figure 2 Research Model

Theoretical Framework developed based on country-of-origin theory (Verlegh & Steenkamp, 1999) and relevant literature (Lee & Kim, 2021; Balabanis & Siamagka, 2022; Jin & Ryu, 2022; Kim & Park, 2023; Oliver, 1999; Dick & Basu, 1994).

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This study will employ a quantitative research approach with an explanatory design aimed at analyzing the causal relationships between the variables under investigation. This study uses a quantitative approach. Korean country image, consumer ethnocentrism, Korean star image, and product quality each map to measurable indicators; statistical analysis tests the strength and direction of their relationships with customer loyalty in the Indonesian market.

An explanatory design tests hypothesized relationships between variables grounded in prior research. The research questions target which factors drive loyalty among Indonesian consumers toward Korean products and how strongly each one contributes.

Structural Equation Modeling – Partial Least Squares (SEM-PLS) is the main analytical method. It handles complex relationships between latent variables and their indicators, making it standard in marketing and consumer behavior research. Country image, consumer ethnocentrism, star image, and product quality all function as latent constructs; none can be measured directly, so each requires multiple indicators. SEM-PLS estimates these constructs and tests their relationships in a single model.

SEM-PLS also suits this study's practical constraints. It accommodates smaller samples than covariance-based SEM and makes no assumption of normally distributed data, a common issue in survey research on consumer perception (Hair et al., 2021). The method runs in two stages. The first evaluates the measurement model, checking reliability and validity through outer loadings, composite reliability, and average variance extracted. The second evaluates the structural model, testing hypothesized relationships through path coefficients, R^2 values, and bootstrapping for significance. The two-stage sequence matters: the researcher verifies that each

indicator measures what it is supposed to measure before testing the relationships between constructs.

3.2 Operational Definition of Variables

Operational variables denote the process of translating conceptual variables into measurable indicators that researchers can observe and analyze empirically. This process holds particular importance in quantitative research, since it ensures that each variable carries a clear definition and can be measured consistently through research instruments (Sekaran & Bougie, 2020). This study organizes its variables into two categories, independent variables and a dependent variable. The independent variables comprise Korean country image, consumer ethnocentrism, Korean star image, and product quality, while customer loyalty serves as the dependent variable.

The researcher defines each variable conceptually, drawing on the theoretical framework presented in the previous chapter, and then operationalizes it into measurable indicators for use in the questionnaire. These operational definitions allow the researcher to ensure that the variables remain measurable and aligned with the research objectives. The table below presents the operationalization of variables used in this study.

Table 2 Operatinal definition of variables

Variable	Statement	Scale
Korean Country Image (Lee & Kim, 2021; Choi & Lee, 2022): Korean country image refers to consumers' overall perception of South Korea as a country, which is	I perceive South Korea as a country with a strong reputation for producing high-quality products. <i>Saya memandang Korea Selatan sebagai negara yang memiliki reputasi baik dalam menghasilkan produk berkualitas tinggi.</i>	1-5
	I believe that Korean products have innovative features. <i>Saya percaya bahwa produk Korea memiliki fitur-fitur yang terbaru.</i>	1-5

Variable	Statement	Scale
formed through its reputation, innovation, and cultural influence, and affects how consumers evaluate its products.	I have a positive overall impression of South Korea as a country. <i>Saya memiliki kesan yang positif terhadap Korea Selatan sebagai sebuah negara.</i>	1-5
Consumer Ethnocentrism (Shimp & Sharma, 1987; Balabanis & Siamagka, 2022) Consumer ethnocentrism refers to the tendency of consumers to prefer domestic products over foreign products due to economic, social, and national considerations.	I prefer buying Indonesia's local products instead of Korean's products. <i>Saya lebih memilih membeli produk negara Indonesia dibandingkan produk Korea.</i>	1-5
	Purchasing foreign products (such as Korean products) can have a negative impact on the domestic economy. <i>Membeli produk luar negeri (seperti produk korea) dapat berdampak negatif terhadap perekonomian dalam negeri.</i>	1-5
	I feel it's important to support Indonesian products over Korean products. <i>Saya merasa penting untuk mendukung produk Indonesia dibandingkan produk Korea.</i>	1-5

Variable	Statement	Scale
Korean Star Image (Jin & Ryu, 2022; Park & Lin, 2023) Korean star image refers to consumers' perceptions of Korean celebrities, including their attractiveness, credibility, and influence in shaping attitudes toward products.	Korean celebrities used in advertisements are attractive. <i>Selebriti Korea yang digunakan dalam iklan terlihat menarik.</i>	1-5
	I consider Korean celebrities as trustworthy endorsers. <i>Saya menganggap selebriti Korea sebagai pihak yang dapat dipercaya dalam mempromosikan produk.</i>	1-5
	Korean celebrities influence my perception of Korean brands. <i>Selebriti Korea memengaruhi persepsi saya terhadap produk Korea.</i>	1-5
Product Quality (Kim & Park, 2023; Hwang & Lee, 2022) Product quality refers to consumers' evaluation of a product's performance,	Korean products perform well according to my expectations. <i>Produk Korea memiliki kinerja yang sesuai dengan harapan saya.</i>	1-5
	Korean products are reliable and consistent in quality. <i>Produk Korea memiliki kualitas yang konsisten dan dapat diandalkan.</i>	1-5

Variable	Statement	Scale
reliability, and overall excellence in meeting their expectations.	I perceive Korean products as having high overall quality. <i>Saya menilai produk Korea memiliki kualitas yang tinggi secara keseluruhan.</i>	1-5
Customer Loyalty (Dick & Basu, 1994; Kim & Park, 2023) Customer loyalty refers to consumers' favorable attitude and consistent behavioral commitment toward a product, reflected in their willingness to continue purchasing it and to prefer it over competing alternatives.	I consider myself a loyal customer of Korean products. <i>Saya menganggap diri saya sebagai pelanggan yang loyal terhadap produk Korea.</i>	1-5
	I would recommend Korean products to my friends and family. <i>Saya akan merekomendasikan produk Korea kepada teman dan keluarga saya.</i>	1-5
	I will continue to choose Korean products over other alternatives in the future. <i>Saya akan tetap memilih produk Korea dibandingkan alternatif lain di masa depan.</i>	1-5

3.3 Population and Sample

The population in this study consists of Indonesian consumers who have experience using Korean products, including skincare, cosmetics, fashion, and other lifestyle products. More specifically, this study focuses on consumers within the age range of 17 to 35 years old, as this group represents the segment that is most actively engaged with digital platforms, social media, and global cultural trends (DataReportal, 2024). Individuals within this age group are generally more familiar with Korean cultural content, such as K-pop, Korean dramas, and online discussions, which makes them more likely to be aware of emerging social phenomena, including the SEAbblings phenomenon (We Are Social & Meltwater, 2024).

In addition, the geographical scope of this study is limited to consumers residing in Jakarta. These areas are selected because they represent highly urbanized regions with strong exposure to international products, digital media, and global consumer trends. Consumers in these areas are more likely to have access to Korean products and are actively involved in online discourse, making them relevant for examining the relationship between consumer perception and customer loyalty in the context of Korean products.

Due to practical limitations, it is not possible to collect data from the entire population. Therefore, a sample is selected to represent the population. This study uses a non-probability sampling method, specifically purposive sampling, where respondents are selected based on specific criteria relevant to the research objectives. Purposive sampling is commonly used in behavioral research to ensure that respondents meet the necessary characteristics required for the study (Etikan & Bala, 2017; further discussed in Hair et al., 2021).

The determination of sample size in this study follows commonly accepted guidelines in SEM-PLS analysis. One of the widely used approaches is the 10-times rule, which suggests that the minimum sample size should be at least ten times the maximum number of structural paths directed at a particular construct or ten times the largest number of indicators used to measure a single construct (Hair et al., 2022).

This rule provides a practical guideline to ensure that the sample size is sufficient to produce stable and reliable estimates in the model.

In addition, it is also recommended that the sample size falls within the range of five to ten times the number of indicators used in the research model. Based on these considerations, this study must fulfill the sample size between 75 to 150 respondents, which is considered adequate to ensure the reliability and robustness of the analysis.

3.4 Data Type and Source

This study uses quantitative data, which is expressed in numerical form and obtained through respondents' answers to a structured questionnaire. Quantitative data lets the researcher run statistical analysis and test the proposed hypotheses objectively. This data type matches the research design, which examines relationships between variables and measures how strongly they influence each other (Hair et al., 2021).

This study draws on primary and secondary data. Primary data comes directly from respondents through a questionnaire, the main source of information for this research. Secondary data comes from academic journals, books, and prior studies on these variables. These sources support the theoretical framework and ground the analysis.

3.5 Data Collection Method

Data collection in this study is conducted using a survey method, where data is collected through a structured questionnaire distributed online using platforms such as Google Forms. The use of an online questionnaire allows the researcher to reach a wider range of respondents efficiently, particularly in the context of digital consumer behavior.

The questionnaire is designed using a Likert scale to measure respondents' level of agreement with each statement. The Likert scale is widely used in social science research because it provides a reliable and straightforward method for measuring attitudes, perceptions, and behavioral tendencies (Joshi et al., 2015; widely reaffirmed

in recent behavioral studies). This scale allows respondents to express their opinions in a structured format, which can then be analyzed quantitatively.

3.6 Data Analysis Technique

The data analysis in this study is conducted using Structural Equation Modeling – Partial Least Squares (SEM-PLS) with the assistance of SmartPLS software. SEM-PLS is a multivariate statistical technique that allows the analysis of complex relationships between latent variables and their indicators. This method is particularly suitable for this study, as it enables the researcher to examine multiple relationships simultaneously and assess both measurement and structural models (Hair et al., 2021).

The analysis process begins with the evaluation of the measurement model, which assesses the relationship between indicators and their respective variables. This evaluation includes testing for convergent validity, discriminant validity, and reliability to ensure that the measurement instruments are valid and consistent. After the measurement model is confirmed, the analysis proceeds to the structural model, which examines the relationships between variables and evaluates the strength and significance of these relationships.

In addition, the analysis also considers the predictive capability of the model through the evaluation of predictive relevance. This step is important to determine whether the model has sufficient explanatory power in predicting the dependent variable. The use of SEM-PLS provides a comprehensive analytical approach, allowing researchers to obtain robust and meaningful results in behavioral research (Ringle et al., 2023)

3.6.1 Data Descriptive

Descriptive data analysis is conducted to provide an overview of the respondents' characteristics and the general distribution of responses toward each research variable. This analysis shows the overall pattern in the collected data before the study moves to further statistical analysis using SEM-PLS. Sekaran and Bougie (2020) describe descriptive analysis as a tool for summarizing and organizing data so that the characteristics of respondents and research variables become clear.

This study splits descriptive analysis into two sections. The first covers respondents' demographic profile: gender, age, domicile, occupation, and experience using Korean products. This study focuses on consumers aged 17 to 35 in Jakarta who have used Korean products before, so this section confirms that respondents meet the research criteria and represent the target population. It also covers respondents' exposure to Korean products and Korean cultural content, since the study ties directly to the Korean Wave and the SEAbings phenomenon.

The second section covers descriptive statistics for each research variable: Korean country image, consumer ethnocentrism, Korean star image, product quality, and customer loyalty. The analysis reports the minimum, maximum, mean, and standard deviation for each variable. The mean shows how respondents tend to perceive the statements in the questionnaire, while the standard deviation shows how much their answers vary. According to Hair et al. (2021), descriptive statistics are important in quantitative research because they provide an initial understanding of the data distribution before conducting validity, reliability, and structural model analysis.

Through descriptive data analysis, this study aims to provide a clearer understanding of respondents' perceptions toward Korean products in Indonesia. The results of this analysis are expected to support the interpretation of subsequent SEM-PLS findings and help explain the behavioral tendencies of Indonesian consumers toward customer loyalty regarding Korean products in the context of current socio-digital dynamics.

3.6.2 Instrument Testing Outer Model

Instrument testing is conducted to ensure that the measurement instruments used in this study are both valid and reliable in capturing the constructions being examined. In quantitative research, the quality of the research instrument plays a crucial role in determining the accuracy and consistency of the data obtained. Therefore, it is necessary to evaluate the measurement model before proceeding with further analysis.

Validity assessment takes two forms: convergent and discriminant. Convergent validity checks those multiple indicators of a construct correlate, assessed through outer loadings and Average Variance Extracted (AVE). Outer

loadings must exceed 0.70. An AVE above 0.50 means a construct accounts for more than half the variance across its indicators (Hair et al., 2022).

Discriminant validity confirms that each construct remains distinct from the others. The study applies two methods: cross-loadings and the Fornell–Larcker criterion. Cross-loadings check that each indicator loads higher on its own construct than on any other. The Fornell–Larcker criterion compares the square root of each construct's AVE against its correlations with other constructs. Discriminant validity holds when the AVE square root exceeds those inter-construct correlations, meaning the construct shares more variance with its own indicators than with any other construct (Fornell & Larcker, 1981; Hair et al., 2021).

Reliability assessment uses Cronbach's Alpha and Composite Reliability. Cronbach's Alpha measures internal consistency across a construct's indicators; Composite Reliability offers a more precise estimate for SEM-PLS. Both must exceed 0.70 to establish acceptable reliability (Hair et al., 2021). These checks on the measurement model must pass before the researcher can test the structural relationships between constructs.

3.6.3 Inner Model

This study tests hypotheses using the bootstrapping method in SEM-PLS. Bootstrapping estimates statistical significance without distributional assumptions, making it suited to complex SEM-PLS models (Hair et al., 2022). Hypothesis testing uses p-values and t-values: a p-value below 0.05 and a t-value above 1.64 indicate significance at a 95 percent confidence level.

The coefficient of determination (R^2) measures how well the independent variables explain variation in the dependent variable. Higher values indicate stronger explanatory power. R^2 measures how well the research model explains customer loyalty toward Korean products (Hair et al., 2021).

Furthermore, the Variance Inflation Factor (VIF) is used to assess the presence of multicollinearity among the independent variables. Multicollinearity occurs when independent variables correlate highly with each

other, which can destabilize the model and weaken its reliability. In SEM-PLS analysis, a VIF value below 5 indicates no multicollinearity problem, meaning the variables can work together in the model without biasing the results (Hair et al., 2021). Evaluating both R^2 and VIF confirms that the structural model holds up statistically and gives reliable insight into consumer behavior.

This study also examines effect size (f^2) to assess the structural model further. Effect size measures how much each exogenous construct contributes to the R^2 value of an endogenous construct (Cohen, 1988; Haji-Othman et al., 2024). Cohen (1988) sets the benchmarks: an f^2 value of 0.02 signals a small effect, 0.15 a medium effect, and 0.35 a large effect. A higher f^2 value means a predictor construct contributes more to explaining the endogenous construct, which shows the relative importance of each predictor in the structural model.

Finally, this study uses Importance-Performance Map Analysis (IPMA) to complement the SEM-PLS results, evaluating each construct's importance and its performance together. IPMA extends the structural model analysis by weighing the total effects (importance) of exogenous constructs on the target construct alongside their average latent variable scores (performance), rescaled from 0 to 100 (Hair et al., 2021; Teeluckdharry et al., 2024). This analysis flags constructs with high importance but low performance, marking them as priority areas for managerial improvement. Constructs with both high importance and high performance, by contrast, should stay as they are. They already contribute strongly to the target construct and perform well.

CHAPTER IV

FINDINGS, ANALYSIS, AND DISCUSSION

This chapter presents the empirical results of the study and interprets them in relation to the theoretical framework and hypotheses developed in Chapter II. The discussion begins with a general overview of the research setting and the data collection process, followed by the demographic profile of the respondents and the descriptive statistics of each research variable. The chapter then reports the evaluation of the measurement model (outer model) and the structural model (inner model) estimated using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. Finally, the results of hypothesis testing are presented and discussed critically considering country-of-origin theory, consumer ethnocentrism theory, source credibility theory, and expectation-confirmation theory, as well as previous empirical studies.

4.1 General Overview

This study was conducted in the Province of the Special Capital Region of Jakarta (Daerah Khusus Ibukota Jakarta), Indonesia. Jakarta was chosen as the location for this study because of its status as the most urban and digitally connected metropolitan area in Indonesia. The city is also home to the largest number of retail outlets selling Korean products and exhibits the highest level of exposure to Korean media and cultural content. These conditions make Jakarta an ideal location to investigate how consumer perceptions of Korea particularly in the context of the “SEAbblings” phenomenon driven by digital technology influence loyalty toward Korean products.

This study focuses on customer loyalty as the primary outcome, which is influenced by four independent variables: the image of Korea as a country, consumer ethnocentrism, the image of Korean celebrities, and product quality. For the purposes of this study, “Korean products” are operationally defined to include skincare products, cosmetics, fashion items, concerts, and films categories most frequently associated with the Korean Wave in the Indonesian market.

Data collection took place over the course of one month to achieve the sample size required for PLS-SEM analysis. A two-channel approach was used to distribute the questionnaire and reach a representative sample. The first channel was online: the survey link was shared via WhatsApp groups (university groups and communities of fans of Korean products) as well as on social media platforms such as Instagram and X. This channel was specifically designed to target digitally active consumers who are more likely to be familiar with the SEAbblings phenomenon, which was the primary screening criterion.

The second channel was offline: researchers visited high-traffic locations in Jakarta that sell Korean products, such as shopping malls, cosmetics stores, and Korean clothing stores. At these locations, potential respondents were approached in person, screened for eligibility, and invited to complete the questionnaire on-site via a QR code linked to the same online form. This offline channel was crucial for reducing the inherent bias that comes with relying solely on online communities, as well as for ensuring the engagement of consumers who primarily shop at physical retail outlets.

In total, 143 valid responses were collected, all of which met the six screening criteria: being an Indonesian citizen, being at least 17 years old, residing in Jakarta, being familiar with Korean products, having purchased or used them more than once, and being aware of the “SEAbiling” phenomenon. It should be acknowledged that this final number is slightly lower than the target of 150 responses originally mentioned in Chapter III. Nevertheless, a sample of 143 remains adequate, as it exceeds the minimum number required by the 10-fold rule for PLS-SEM (Hair et al., 2022). This rule stipulates that the sample size must be at least ten times the number of the largest structural paths leading to a construct ($4 \text{ paths} \times 10 = 40$) or ten times the number of indicators in the most complex construct ($3 \text{ indicators} \times 10 = 30$).

In terms of response rate, the 143 responses represent 95.3% of the planned target, indicating a high level of success for the overall distribution strategy. When benchmarked against the broader survey research literature, this achievement compares favorably. Baruch and Holtom (2008), in a meta-analysis covering more than 400,000 individual respondents drawn from 490 survey-based studies published across 17 refereed management journals, reported an average response rate of 52.7 percent ($SD = 20.4$) for studies collecting data from individuals. Although the figure reported here, the ratio of realized to targeted sample size, is not strictly equivalent to the conventional response rate of completed responses divided by the number of individuals invited to participate, the 95.3 percent achievement rate substantially exceeds this benchmark and suggests a strong level of respondent engagement and cooperation relative to what is typically reported in survey-based consumer research.

However, it is important to note that the conventional response rate cannot be calculated. Since the survey was distributed through open online channels (e.g., WhatsApp, social media) without a fixed sampling frame, it is impossible to determine how many individuals were potentially exposed to the invitation. Therefore, the figure of 95.3% represents the reach rate relative to the set target, not the actual response rate in the traditional sense. This is a recognized limitation of

convenience-based online survey distribution, in which the absence of a closed sampling frame prevents the computation of a true response-rate denominator (Wright, 2005). The 95.3 percent figure reported above should therefore be interpreted as a sample achievement rate relative to the planned target rather than as a conventional survey response rate. Accordingly, all analyses reported in this chapter are based on $n = 143$.

4.2 Respondent Characteristics

This section describes the demographic characteristics of the 143 respondents. The characteristics reported are gender, age, domicile, occupation, monthly expenditure on Korean products, duration of Korean product usage, frequency of paid streaming service usage, and frequency of K-Pop concert attendance. The final two characteristics were included to capture respondents' depth of engagement with Korean cultural content, which is theoretically relevant given that the Korean Wave functions as the mechanism through which the country-of-origin effect and celebrity endorsement operate in this study.

Table 3 Respondent Profile Based on Gender

Gender	Frequency	Percentage (%)
Female	104	72.7
Male	39	27.3
Total	143	100.0

Table 3 shows that most respondents are female, comprising 104 respondents or 72.7 percent of the sample, while male respondents number 39 or 27.3 percent. This distribution is consistent with the nature of the product categories examined in this study, particularly skincare and cosmetics, in which female consumers constitute the dominant market segment in Indonesia. The gender imbalance is therefore not treated as a sampling deficiency but as a reflection of the actual composition of the Korean-product consumer population in Jakarta.

Table 4 Respondent Profile Based on Age

Age Range	Frequency	Percentage (%)
17–21 years	56	39.2

Age Range	Frequency	Percentage (%)
22–26 years	53	37.1
27–30 years	34	23.8
Total	143	100.0

Table 4 indicates that respondents are distributed relatively evenly across the three age brackets, with the 17–21 group being the largest at 56 respondents (39.2 percent), followed by the 22–26 group at 53 respondents (37.1 percent), and the 27–30 group at 34 respondents (23.8 percent). The concentration of respondents in the two younger brackets, which together account for 76.3 percent of the sample, is consistent with the target population defined in Chapter III, namely consumers who are actively engaged with digital platforms and global cultural trends and who are therefore most likely to have been exposed to the SEAbings discourse.

Table 5 Respondent Profile Based on Domicile

Domicile	Frequency	Percentage (%)
South Jakarta	96	67.1
North Jakarta	20	14.0
East Jakarta	11	7.7
West Jakarta	9	6.3
Central Jakarta	6	4.2
Kepulauan Seribu Regency	1	0.7
Total	143	100.0

Table 5 reveals that respondents are concentrated in South Jakarta, which accounts for 96 respondents or 67.1 percent of the sample, followed by North Jakarta with 20 respondents (14.0 percent) and East Jakarta with 11 respondents (7.7 percent). West Jakarta, Central Jakarta, and Kepulauan Seribu Regency contribute to smaller

proportions. This concentration is partly attributable to the offline data collection process, which was conducted predominantly at shopping malls and Korean-product retail outlets located in South Jakarta, an area with a high density of such outlets. While all respondents satisfy the domicile criterion of residing in Jakarta, the uneven geographical distribution should be acknowledged as a limitation, as the sample is not proportionally representative of all five administrative cities of Jakarta and therefore may not fully capture variation in consumer behavior across the province.

Table 6 Respondent Profile Based on Occupation

Occupation	Frequency	Percentage (%)
Student	66	46.2
Self-employed	27	18.9
Private-sector employee	26	18.2
Government employee	24	16.8
Total	143	100.0

As presented in Table 6, students constitute the largest occupational group with 66 respondents (46.2 percent), followed by self-employed respondents (27 respondents, 18.9 percent), private-sector employees (26 respondents, 18.2 percent), and government employees (24 respondents, 16.8 percent). The predominance of students is consistent with the age distribution reported in Table 4.2 and reflects the strong association between the Korean Wave and younger consumer segments. At the same time, the presence of three employed categories comprising collectively 53.8 percent of the sample indicates that the sample is not restricted to consumers without independent income, which strengthens the relevance of the expenditure data reported in Table 7.

Table 7 Respondent Profile Based on Monthly Expenditure on Korean Products

Monthly Expenditure	Frequency	Percentage (%)
Below Rp 2,000,000	34	23.8

Monthly Expenditure	Frequency	Percentage (%)
Rp 2,000,001 – Rp 6,000,000	72	50.3
Rp 6,000,001 – Rp 10,000,000	33	23.1
Above Rp 10,000,001	4	2.8
Total	143	100.0

Table 7 shows that half of the respondents (72 respondents, 50.3 percent) spend between Rp 2,000,001 and Rp 6,000,000 per month on Korean products, while 34 respondents (23.8 percent) spend below Rp 2,000,000 and 33 respondents (23.1 percent) spend between Rp 6,000,001 and Rp 10,000,000. Only 4 respondents (2.8 percent) report spending above Rp 10,000,001. The distribution indicates that the majority of respondents allocate a substantial and recurring portion of their monthly budget to Korean products, which supports the appropriateness of examining customer loyalty rather than mere purchase intention in this population, since sustained expenditure is a behavioral manifestation of the loyalty construct as conceptualized by Dick and Basu (1994).

Table 8 Respondent Profile Based on Duration of Korean Product Usage

Duration of Use	Frequency	Percentage (%)
Less than 1 year	20	14.0
1–2 years	71	49.7
More than 2 years	52	36.4
Total	143	100.0

Table 8 indicates that 71 respondents (49.7 percent) have used Korean products for one to two years, while 52 respondents (36.4 percent) have used them for more than two years. Only 20 respondents (14.0 percent) have used Korean products for less than one year. Taken together, 86.1 percent of respondents have accumulated at least one year of consumption experience with Korean products. This is

methodologically important, because customer loyalty is a post-consumption construct that presupposes prior experience with the product (Oliver, 1999). The duration profile therefore confirms that the respondents possess the experiential basis required to provide meaningful assessments of the loyalty items.

Table 9 Respondent Profile Based on Frequency of Paid Streaming Service Usage

Frequency	Frequency	Percentage (%)
Frequently (every month)	90	62.9
Rarely (only for selected content)	51	35.7
Never	2	1.4
Total	143	100.0

Table 10 Respondent Profile Based on Frequency of K-Pop Concert Attendance

Frequency	Frequency	Percentage (%)
Frequently (almost all concerts)	30	21.0
Rarely (only favorite artists)	93	65.0
Never	20	14.0
Total	143	100.0

Tables 9 and 10 describe respondents' engagement with Korean cultural content. A substantial majority of respondents (90 respondents, 62.9 percent) use paid streaming services to consume Korean films or dramas monthly, and only 2 respondents (1.4 percent) never do so. With respect to concert attendance, 93 respondents (65.0 percent) attend K-Pop concerts selectively for their favorite artists, 30 respondents (21.0 percent) attend almost all available concerts, and 20 respondents (14.0 percent) have never attended one. These two profiles jointly indicate that the sample is deeply embedded in Korean cultural consumption, with

cultural engagement occurring more through mediated digital channels than through live events. This pattern is theoretically consequential for the interpretation of the Korean star image construct, as it suggests that respondents' parasocial relationships with Korean celebrities are formed predominantly through screen-mediated exposure rather than physical co-presence (Park & Lin, 2023).

4.3 Descriptive Statistical Analysis

Descriptive statistical analysis was conducted to describe respondents' general tendency of agreement with each indicator in the questionnaire prior to model estimation. The statistics reported are the mean, the observed minimum, the observed maximum, and the standard deviation of each indicator, obtained from the SmartPLS 4 indicator data output. Because all items were measured on a five-point Likert scale, the mean values are interpreted using the interval classification presented in Table 11, which is derived by dividing the range of the scale ($5 - 1 = 4$) by the number of categories (5), producing an interval width of 0.80.

Table 11 Likert Scale Interval Classification

Mean Interval	Classification
1.00 – 1.79	Very Low / Strongly Disagree
1.80 – 2.59	Low / Disagree
2.60 – 3.39	Moderate / Neutral
3.40 – 4.19	High / Agree
4.20 – 5.00	Very High / Strongly Agree

Table 12 Descriptive Statistics of Research Indicators (n = 143)

Statement	Mean	Min	Max	Std. Dev.	Classification
Korean Country Image 1 (I perceive South Korea as a country with a strong reputation for producing high-quality products, even though the SEAbings phenomenon is currently taking place. <i>Saya memandang Korea Selatan sebagai negara yang memiliki reputasi baik dalam menghasilkan produk berkualitas tinggi, walaupun terjadi fenomena SEAbings saat ini).</i>	3.650	1	5	1.124	High
Korean Country Image 2 (I believe that Korean products have innovative features. <i>Saya percaya bahwa produk Korea memiliki fitur yang terbaru).</i>	3.846	1	5	1.231	High
Korean Country Image 3 (I have a positive overall impression of South Korea as a country, even though the SEAbings phenomenon is currently taking place. <i>Saya memiliki kesan yang positif terhadap Korea Selatan sebagai sebuah negara, walaupun terjadi fenomena SEAbings saat ini).</i>	3.469	1	5	1.267	High

Statement	Mean	Min	Max	Std. Dev.	Classification
Korean Country Image (mean)	3.655	1	5	1.207	High
Consumer Ethnocentrism 1 (I prefer buying Indonesia's local products instead of Korean's products. <i>Saya lebih memilih membeli produk negara Indonesia dibandingkan produk Korea).</i>	3.518	1	5	1.188	High
Consumer Ethnocentrism 2 (In my opinion, purchasing foreign products (such as Korean products) can have a negative impact on the domestic economy. <i>Menurut saya membeli produk luar negeri (seperti produk korea) dapat berdampak negatif terhadap perekonomian dalam negeri).</i>	3.532	1	5	1.170	High
Consumer Ethnocentrism 3 (I feel it's important to support Indonesian products over Korean products. <i>Saya merasa penting untuk mendukung produk Indonesia dibandingkan produk Korea).</i>	3.573	1	5	1.330	High
Consumer Ethnocentrism (mean)	3.541	1	5	1.229	High
Korean Star Image 1 (Korean celebrities used in	3.678	1	5	1.304	High

Statement	Mean	Min	Max	Std. Dev.	Classification
advertisements are attractive. <i>Selebriti Korea yang muncul dalam iklan terlihat menarik).</i>					
KOREAN STAR IMAGE 2 (I consider Korean celebrities as trustworthy endorsers, even though the SEAbings phenomenon is currently taking place. <i>Saya menganggap selebriti Korea sebagai pihak yang dapat dipercaya dalam mempromosikan produk, walaupun terjadi fenomena SEAbings saat ini).</i>	3.511	1	5	1.188	High
KOREAN STAR IMAGE 3 (Korean celebrities influence my positive perception of Korean brands, even though the SEAbings phenomenon is currently taking place. <i>Selebriti Korea memengaruhi persepsi baik saya terhadap produk - produk Korea, walaupun terjadi fenomena SEAbings saat ini).</i>	3.608	1	5	1.206	High
Korean Star Image (mean)	3.599	1	5	1.233	High
PRODUCT QUALITY 1 (Korean products perform well according to my expectations.	3.608	1	5	1.241	High

Statement	Mean	Min	Max	Std. Dev.	Classification
<i>Produk Korea memiliki kinerja yang sesuai dengan harapan saya).</i>					
PRODUCT QUALITY 2 (Korean products are consistent in quality. <i>Produk Korea memiliki kualitas yang konsisten).</i>	3.720	1	5	1.203	High
PRODUCT QUALITY 3 (I perceive Korean products as having high overall quality. <i>Saya menilai produk Korea memiliki kualitas yang tinggi secara keseluruhan)</i>	3.727	1	5	1.172	High
Product Quality (mean)	3.685	1	5	1.205	High
CUSTOMER LOYALTY 1 (I consider myself a loyal customer of Korean products, even though the SEAbings phenomenon is currently taking place. <i>Saya menganggap diri saya sebagai pelanggan yang loyal terhadap produk Korea, walaupun terjadi fenomena SEAbings saat ini).</i>	3.399	1	5	1.385	Moderate
CUSTOMER LOYALTY 2 (I would recommend Korean products to people around me, even though the SEAbings phenomenon is currently taking place.	3.476	1	5	1.152	High

Statement	Mean	Min	Max	Std. Dev.	Classification
<i>Saya akan merekomendasikan produk Korea kepada orang-orang di sekitar saya, walaupun terjadi fenomena SEAbings saat ini).</i>					
CUSTOMER LOYALTY 3 (I feel a strong attachment to Korean products, even though the SEAbings phenomenon is currently taking place. <i>Saya merasa memiliki keterikatan yang kuat terhadap produk Korea, walaupun terjadi fenomena SEAbings saat ini).</i>	3.518	1	5	1.306	High
Customer Loyalty (mean)	3.464	1	5	1.281	High

Table 12 shows that all five constructs record mean values within the "High" classification, ranging from 3.464 for customer loyalty to 3.685 for product quality. However, all means cluster in the lower portion of the High band, close to the 3.40 threshold separating it from the Neutral category, which indicates that respondents' agreement is positive but moderate rather than emphatic.

Among all fifteen indicators, Korean Country Image 2 ("I believe that Korean products have innovative features") records the highest mean at 3.846. This suggests that the innovativeness dimension is the most strongly endorsed component of Korean country image, which is consistent with South Korea's international reputation in technology and research-driven product development, particularly in the skincare and cosmetics sector (Choi & Lee, 2022). The second and third highest means are recorded by Product Quality 3 (3.727) and Product Quality 2 (3.720), both of which capture the reliability and overall quality of Korean products. The convergence of these three indicators at the top of the distribution indicates that respondents' most confident assessments concern the functional and technical attributes of Korean products rather than their affective or relational aspects.

Conversely, the lowest mean is recorded by Customer Loyalty 1 ("I consider myself a loyal customer of Korean products") at 3.399, which is the only indicator falling within the Neutral classification. This finding is substantively meaningful rather than incidental. It indicates that although respondents evaluate Korean country image, Korean star image, and product quality favorably, they are noticeably more hesitant to identify themselves explicitly as loyal customers. The second lowest mean is Korean Country Image 3 ("I have a positive overall impression of South Korea as a country") at 3.469, which is notably lower than Korean Country Image 2 (3.846) despite both belonging to the same construct. The gap of 0.377 between these two indicators is theoretically instructive: respondents rate Korea's products as innovative substantially more highly than they rate Korea as a country in general. This divergence is consistent with the argument advanced in Chapter I that the SEAbings phenomenon may have introduced a degree of critical sentiment toward Korea as a nation while leaving admiration for Korean products comparatively intact.

It is also noteworthy that Customer Loyalty 1 records the highest standard deviation in the dataset (1.385), indicating that respondents disagree most strongly with one another precisely on the question of self-identified loyalty. The standard deviations of all indicators range between 1.124 and 1.385, which are relatively large for a five-point scale and indicate substantial heterogeneity in respondents' evaluations. Taken together, the descriptive results portray a consumer population that acknowledges the quality and appeal of Korean products but is internally divided regarding its own long-term commitment to them.

4.4 Evaluation of the Measurement Model (Outer Model)

Prior to testing the structural relationships, the measurement model was evaluated to ensure that the fifteen reflective indicators validly and reliably represent their respective latent constructs. Following Hair et al. (2021), the evaluation of a reflective measurement model proceeds through three stages: convergent validity, discriminant validity, and internal consistency reliability.

4.4.1 Convergent Validity

Convergent validity refers to the extent to which indicators of a given construct converge in explaining the variance of that construct. It is assessed through two criteria: the outer loading of each indicator and the Average Variance Extracted (AVE) of each construct. Hair et al. (2022) recommend that outer loadings exceed 0.708, so that the construct explains more than 50 percent of the indicator's variance, and that AVE exceeds 0.50, so that the construct explains more than half of the variance of its indicators on average.

The outer loadings obtained from the PLS Algorithm procedure, together with their bootstrapped t-statistics and p-values, are presented from Table 13 to Table 17.

*Table 13 Outer Loading Results
(Korean Country Image)*

Indicator	Outer Loading	T Statistics	P Values	Status
KOREAN COUNTRY IMAGE 1 (I perceive South Korea as a country with a strong reputation for producing high-quality products, even though the SEAbings phenomenon is currently taking place. <i>Saya memandang Korea Selatan sebagai negara yang memiliki reputasi baik dalam menghasilkan produk berkualitas tinggi, walaupun terjadi fenomena SEAbings saat ini).</i>	0.885	48.774	0.000	Valid
KOREAN COUNTRY IMAGE 2 (I believe that Korean products have innovative features. <i>Saya percaya bahwa produk Korea memiliki fitur yang terbaru).</i>	0.881	64.680	0.000	Valid
KOREAN COUNTRY IMAGE 3 (I have a positive overall impression of South Korea as a country, even though the SEAbings phenomenon is currently taking place. <i>Saya memiliki kesan yang positif terhadap Korea Selatan sebagai sebuah negara, walaupun terjadi fenomena SEAbings saat ini).</i>	0.852	38.651	0.000	Valid

Table 14 Outer Loading Results
(Consumer Ethnocentrism)

Indicator	Outer Loading	T Statistics	P Values	Status
CONSUMER ETHNOCENTRISM 1 (I prefer buying Indonesia's local products instead of Korean's products. <i>Saya lebih memilih membeli produk negara Indonesia dibandingkan produk Korea).</i>	0.860	39.128	0.000	Valid
CONSUMER ETHNOCENTRISM 2 (In my opinion, purchasing foreign products (such as Korean products) can have a negative impact on the domestic economy. <i>Menurut saya membeli produk luar negeri (seperti produk korea) dapat berdampak negatif terhadap perekonomian dalam negeri).</i>	0.875	40.106	0.000	Valid
CONSUMER ETHNOCENTRISM 3 (I feel it's important to support Indonesian products over Korean products. <i>Saya merasa penting untuk mendukung produk Indonesia dibandingkan produk Korea).</i>	0.870	33.885	0.000	Valid

Table 15 Outer Loading Results
(Korean Star Image)

Indicator	Outer Loading	T Statistics	P Values	Status
KOREAN STAR IMAGE 1 (Korean celebrities used in advertisements are attractive.	0.843	37.945	0.000	Valid

Indicator	Outer Loading	T Statistics	P Values	Status
<i>Selebriti Korea yang muncul dalam iklan terlihat menarik).</i>				
KOREAN STAR IMAGE 2 (I consider Korean celebrities as trustworthy endorsers, even though the SEAbings phenomenon is currently taking place. <i>Saya menganggap selebriti Korea sebagai pihak yang dapat dipercaya dalam mempromosikan produk, walaupun terjadi fenomena SEAbings saat ini).</i>	0.904	55.059	0.000	Valid
KOREAN STAR IMAGE 3 (Korean celebrities influence my positive perception of Korean brands, even though the SEAbings phenomenon is currently taking place. <i>Selebriti Korea memengaruhi persepsi baik saya terhadap produk - produk Korea, walaupun terjadi fenomena SEAbings saat ini).</i>	0.878	56.210	0.000	Valid

*Table 16 Outer Loading Results
(Product Quality)*

Indicator	Outer Loading	T Statistics	P Values	Status
PRODUCT QUALITY 1 (Korean products perform well according to my expectations. <i>Produk Korea memiliki kinerja yang sesuai dengan harapan saya).</i>	0.869	44.400	0.000	Valid
PRODUCT QUALITY 2 (Korean products are consistent in quality.	0.917	87.333	0.000	Valid

Indicator	Outer Loading	T Statistics	P Values	Status
<i>Produk Korea memiliki kualitas yang konsisten).</i>				
PRODUCT QUALITY 3 (I perceive Korean products as having high overall quality. <i>Saya menilai produk Korea memiliki kualitas yang tinggi secara keseluruhan).</i>	0.872	45.769	0.000	Valid

*Table 17 Outer Loading Results
(Customer Loyalty)*

Indicator	Outer Loading	T Statistics	P Values	Status
CUSTOMER LOYALTY 1 (I consider myself a loyal customer of Korean products, even though the SEAbings phenomenon is currently taking place. <i>Saya menganggap diri saya sebagai pelanggan yang loyal terhadap produk Korea, walaupun terjadi fenomena SEAbings saat ini).</i>	0.883	54.421	0.000	Valid
CUSTOMER LOYALTY 2 (I	0.888	40.419	0.000	Valid

Indicator	Outer Loading	T Statistics	P Values	Status
would recommend Korean products to people around me, even though the SEAbings phenomenon is currently taking place. <i>Saya akan merekomendasikan produk Korea kepada orang-orang di sekitar saya, walaupun terjadi fenomena SEAbings saat ini).</i>				
CUSTOMER LOYALTY 3 (I feel a strong attachment to Korean products, even though the SEAbings phenomenon is currently taking place. <i>Saya merasa memiliki keterikatan yang kuat terhadap produk Korea, walaupun terjadi fenomena SEAbings saat ini).</i>	0.887	49.403	0.000	Valid

Table 13 to 17 demonstrates that all fifteen indicators record outer loadings above the 0.708 threshold, with values ranging from 0.843 (KOREAN STAR

IMAGE 1) to 0.917 (PRODUCT QUALITY 2). No indicator falls below the recommended cut-off, and therefore no indicator requires elimination from the model. Moreover, the bootstrapping results confirm that every loading is statistically significant, with t-statistics ranging from 33.885 to 87.333, all substantially exceeding the critical value of 1.64 for a one-tailed test at the five percent significance level, and with p-values of 0.000. The magnitude of these loadings indicates that each construct explains at least 71 percent of the variance of its weakest indicator, which represents a strong level of indicator reliability.

4.4.2 Average Variance Extracted (AVE)

Table 18 Average Variance Extracted (AVE) Results

Construct	AVE	Threshold	Status
Korean Country Image	0.762	> 0.50	Valid
Consumer Ethnocentrism	0.754	> 0.50	Valid
Korean Star Image	0.766	> 0.50	Valid
Product Quality	0.786	> 0.50	Valid
Customer Loyalty	0.785	> 0.50	Valid

Table 18 shows that the AVE values of all five constructs exceed the 0.50 threshold, ranging from 0.754 for consumer ethnocentrism to 0.786 for product quality. This indicates that each construct explains, on average, more than 75 percent of the variance of its indicators, well above the minimum requirement. Based on both criteria, the measurement model satisfies the requirements of convergent validity, and no indicator was removed. Since all loadings exceed 0.708, the situation contemplated in the research design in which an indicator with a loading below 0.70 might be retained on theoretical grounds does not arise in this study.

4.4.3 Reliability

Internal consistency reliability was assessed using Cronbach's alpha and composite reliability. Cronbach's alpha assumes that all indicators are equally reliable and therefore tends to underestimate reliability in PLS-SEM, whereas composite reliability weights indicators according to their individual loadings

and provides a less conservative estimate (Hair et al., 2021). Both rho_a and rho_c are reported. A value above 0.70 indicates acceptable reliability, while values above 0.95 may indicate redundancy among indicators

Table 19 Construct Reliability Results

Construct	Cronbach's Alpha	rho_a	rho_c	Status
Korean Country Image	0.844	0.845	0.906	Reliable
Consumer Ethnocentrism	0.837	0.838	0.902	Reliable
Korean Star Image	0.847	0.848	0.908	Reliable
Product Quality	0.863	0.864	0.917	Reliable
Customer Loyalty	0.863	0.863	0.916	Reliable

Table 19 demonstrates that all five constructs exceed the 0.70 threshold on every reliability measure. Cronbach's alpha values range from 0.837 to 0.863, rho_a values from 0.838 to 0.864, and composite reliability (rho_c) values from 0.902 to 0.917. None of the constructs approach the upper bound of 0.95, indicating that the indicators within each construct are internally consistent without being redundant. It may therefore be concluded that all five constructs demonstrate satisfactory internal consistency and reliability. It should be emphasized, however, that reliability and discriminant validity are distinct properties: high reliability confirms that the indicators within each construct measure the same underlying concept consistently, but it does not establish that the five constructs measure five different concepts. The discriminant validity issue identified in Section 4.4.3 therefore remains unresolved by these reliability results

4.4.4 Discriminant Validity

Discriminant validity refers to the extent to which a construct is empirically distinct from other constructs in the model, that is, the degree to which it captures a phenomenon not represented by the remaining constructs (Hair et al., 2021). Consistent with the research design specified in Chapter III, discriminant validity in this study is assessed using two criteria: the cross-loadings and the Fornell–Larcker criterion.

4.4.4.1 Cross Loadings

The cross-loading criterion requires that each indicator load more highly on its own construct than on any other construct in the model (Chin, 1998). The cross-loading matrix is presented in Table 20, in which the loading of each indicator on its intended construct is the value in the corresponding column.

Table 20 Cross Loadings

Indicator	Consumer Ethnocentrism	Customer Loyalty	Korean Country Image	Korean Star Image	Product Quality	Result
CONSUMER ETHNOCENTRISM 1	0.860	0.656	0.672	0.671	0.709	Valid
CONSUMER ETHNOCENTRISM 2	0.875	0.697	0.672	0.718	0.716	Valid
CONSUMER ETHNOCENTRISM 3	0.870	0.663	0.731	0.718	0.761	Valid
CUSTOMER LOYALTY 1	0.674	0.883	0.717	0.799	0.721	Valid
CUSTOMER LOYALTY 2	0.706	0.888	0.780	0.773	0.751	Valid
CUSTOMER LOYALTY 3	0.678	0.887	0.782	0.782	0.789	Valid
KOREAN COUNTRY IMAGE 1	0.708	0.725	0.885	0.769	0.761	Valid
KOREAN COUNTRY IMAGE 2	0.734	0.782	0.881	0.792	0.818	Valid

Indicator	Consumer Ethnocentrism	Customer Loyalty	Korean Country Image	Korean Star Image	Product Quality	Result
KOREAN COUNTRY IMAGE 3	0.639	0.736	0.852	0.789	0.717	Valid
KOREAN STAR IMAGE 1	0.689	0.756	0.809	0.843	0.811	Valid
KOREAN STAR IMAGE 2	0.692	0.772	0.803	0.904	0.743	Valid
KOREAN STAR IMAGE 3	0.741	0.797	0.748	0.878	0.723	Valid
PRODUCT QUALITY 1	0.725	0.763	0.775	0.729	0.869	Valid
PRODUCT QUALITY 2	0.753	0.768	0.796	0.802	0.917	Valid
PRODUCT QUALITY 3	0.752	0.732	0.765	0.772	0.873	Valid

Table 20 shows that every indicator loads most highly on the construct it was designed to measure. For example, KOREAN COUNTRY IMAGE 1 loads 0.885 on Korean country image, which exceeds its cross-loadings on customer loyalty (0.725), consumer ethnocentrism (0.708), Korean star image (0.769), and product quality (0.761). The same pattern holds for all remaining fourteen indicators. Based on the cross-loading criterion, therefore, discriminant validity is formally satisfied.

Nevertheless, an important qualification must be recorded. Although each indicator loads highest on its own construct, the margin by which it does so is consistently narrow. KOREAN STAR IMAGE 1, for instance, loads 0.843 on Korean star image but 0.811 on product quality and 0.809 on Korean country image, differences of only 0.032 and 0.034 respectively. Similarly, KOREAN COUNTRY IMAGE 1

loads 0.885 on its own construct but 0.769 on Korean star image. Hair et al. (2021) observe that the cross-loading criterion is the most liberal of the available discriminant validity tests and is known to be insensitive to discriminant validity problems, particularly when inter-construct correlations are high. The narrow margins observed here indicate that the satisfaction of this criterion should be interpreted with caution and evaluated jointly with the Fornell–Larcker results reported below.

4.4.4.2 Fornell–Larcker Criterion

The Fornell–Larcker criterion requires that the square root of the AVE of each construct exceed the highest correlation between that construct and any other construct in the model (Fornell & Larcker, 1981). The logic underlying this criterion is that a construct should share more variance with its own indicators than with any other construct. The results are presented in Table 21, in which the diagonal elements represent the square root of the AVE and the off-diagonal elements represent the inter-construct correlations.

Table 21 Fornell–Larcker Criterion

Construct	CE	CL	KCI	KSI	PQ
Consumer Ethnocentrism (CE)	0.868				
Customer Loyalty (CL)	0.774	0.886			
Korean Country Image (KCI)	0.796	0.858	0.873		
Korean Star Image (KSI)	0.809	0.885	0.898	0.875	
Product Quality (PQ)	0.839	0.851	0.878	0.866	0.887

Table 21 indicates that four of the five constructs satisfy the Fornell–Larcker criterion. The results of the Fornell-Larcker study show that four out of five constructs meet the required standards. For example, the square root of the AVE for consumer ethnocentrism (0.868) is greater than all its interconstruct correlations, the highest of

which is 0.839. Customer loyalty (0.886) also slightly exceeds its highest correlation, 0.885 with Korean celebrity image. Korea's image (0.873) and product quality (0.887) pass the test too.

But the Korean star image construct fails discriminant validity. Its AVE square root is 0.875, while its correlations with Korea's image (0.898) and customer loyalty (0.885) run higher. The Korean star image construct shares more variance with these other constructs than with its own indicators, which fails the Fornell-Larcker criterion. The model meets the cross-loadings requirement, but it doesn't fully satisfy discriminant validity.

Two more observations support this. First, interconstruct correlations run high across the board, from 0.774 to 0.898, averaging 0.845. Correlations this high between different constructs are unusual; they suggest respondents didn't distinguish between the five concepts when they answered the questionnaire. Second, and more troubling theoretically, the correlation between consumer ethnocentrism and customer loyalty is positive and strong ($r = 0.774$). Consumer ethnocentrism theory predicts a negative relationship here (Shimp & Sharma, 1987).

This anomaly cannot be explained by substantive theory. The most plausible explanation is general methodological bias, a known artifact in single-source questionnaires and self-reports, which may be exacerbated by agreement bias or “straight-lining” behavior (Podsakoff et al., 2003). The consumer ethnocentrism items were the only items in the instrument phrased in a direction opposite to the remaining constructs, in the sense that agreement with them signals a preference for domestic over Korean products. If respondents did not attend carefully to this reversal, they would produce uniformly high ratings across all fifteen items, generating precisely the pattern of inflated inter-construct correlations and the positive ethnocentrism–loyalty correlation observed here. This limitation is acknowledged explicitly, and its implications for the interpretation of the structural results, particularly the second hypothesis, are considered in Section 4.7 and in the concluding chapter.

4.5 Evaluation of the Structural Model (Inner Model)

Having evaluated the measurement model, the analysis proceeds to the structural model, which examines the hypothesized relationships among the latent constructs.

In accordance with the procedure recommended by Hair et al. (2021), the structural model is assessed through collinearity diagnostics, the coefficient of determination, effect size, predictive relevance, and model fit indices.

4.5.1 Coefficient of Determination (R^2)

The coefficient of determination measures the proportion of variance in the endogenous construct explained by the exogenous constructs. Chin (1998) classifies R^2 values of 0.67, 0.33, and 0.19 as substantial, moderate, and weak respectively, while Hair et al. (2021) propose a comparable classification of 0.75, 0.50, and 0.25 for strong, moderate, and weak. The adjusted R^2 is also reported, since it penalizes model complexity and is preferable when comparing models with differing numbers of predictors.

Table 22 R-Square and Adjusted R-Square

Endogenous Construct	R^2	Adjusted R^2	Classification
Customer Loyalty	0.818	0.813	Substantial / Strong

Table 22 shows that the four exogenous constructs jointly explain 81.8 percent of the variance in customer loyalty, with an adjusted R^2 of 0.813. Under Chin's (1998) classification this falls well above the 0.67 threshold for a substantial model, and under the classification of Hair et al. (2021) it exceeds the 0.75 threshold for a strong model. The remaining 18.2% of the variance can be attributed to factors outside the model, such as customer satisfaction, perceived value, brand trust, or switching costs, as well as random errors.

However, this high R^2 value should be interpreted with caution. An R^2 value of 0.818 is considered very high for behavioral research, where values typically range between 0.30 and 0.60. Given the previously documented issues of multicollinearity and discriminant validity, this explanatory power should not be taken as irrefutable evidence that the model is exceptionally well-specified. When predictor variables and the outcome variable are all strongly correlated with one another due to shared method variance, the R^2 value automatically increases, because the predictor variables and the outcome variable share method variance in addition to any substantive relationships. The value of 0.818 is therefore reported as an accurate output of the estimation, but its substantive interpretation is bounded by the measurement limitations already identified.

4.5.2 Hypothesis Testing

The study tested its hypotheses through the bootstrapping procedure in SmartPLS 4, applying 5,000 subsamples, a percentile bootstrap confidence interval, a fixed seed, and a one-tailed test at a 0.05 significance level, consistent with the methodology outlined in Chapter III. A one-tailed test suits this analysis because all four hypotheses specify a direction: the first, third, and fourth predict positive effects, while the second predicts a negative effect. At the five percent level under a one-tailed test, a hypothesis gains support when the t-statistic exceeds 1.64, the p-value falls below 0.05, and the sign of the path coefficient matches the direction the hypothesis predicts. Table 24 presents these results.

Table 23 Hypothesis Testing Results (Bootstrapping, 5,000 subsamples)

H	Relationship	O	M	STDEV	T-statistics	P-value	Result
H1	Korean country image has a positive effect on customer loyalty toward Korean products	0.186	0.192	0.118	1.576	0.058	Not supported
H2	Consumer ethnocentrism has a negative effect on customer loyalty toward Korean products	0.033	0.044	0.086	0.379	0.352	Not supported
H3	Korean star image has a positive effect	0.480	0.476	0.107	4.490	0.000	Supported

H	Relationship	O	M	STDEV	T-statistics	P-value	Result
	on customer loyalty toward Korean products						
H4	Product quality has a positive effect on customer loyalty toward Korean products	0.244	0.234	0.129	1.901	0.029	Supported

4.5.2.1 Hypothesis 1: Korean country image has a positive effect on customer loyalty toward Korean products

The first hypothesis proposed that Korean country image has a positive effect on customer loyalty toward Korean products. The path coefficient is 0.186, positive and in the predicted direction. A one-standard-deviation increase in Korean country image corresponds to a 0.186 standard-deviation increase in customer loyalty, holding other predictors constant. The t-statistics are 1.576, below the 1.64 threshold for significance at the five percent level. The p-value is 0.058. The 90 percent bootstrap confidence interval runs -0.001 to 0.383 , crossing zero.

H1 is not supported at the five percent level, though the result clears significance at ten percent. Statistical power for this path is 0.720, below the 0.80 benchmark, and collinearity is elevated ($VIF = 6.560$). Low power and high collinearity make the non-significant result inconclusive rather than evidence against a relationship.

4.5.2.2 Hypothesis 2: Consumer ethnocentrism has a negative effect on customer loyalty toward Korean products

The second hypothesis proposed that consumer ethnocentrism has a negative effect on customer loyalty toward Korean products. The path coefficient is 0.033, positive, contradicting the hypothesis, which predicted a negative relationship. The t-statistic is 0.379, below the 1.64 threshold, and the p-value is 0.352. The 90 percent confidence interval runs -0.088 to 0.188 , crossing zero. At $f^2 = 0.002$, this predictor contributes negligible variance to customer loyalty.

H2 fails on two grounds: the relationship is not statistically significant, and the coefficient is positive, contradicting the predicted negative direction. A significant result would still have refuted the hypothesis. Section 4.6.2 examines whether this result reflects a measurement artifact or a substantive finding.

4.5.2.3 Hypothesis 3: Korean star image has a positive effect on customer loyalty toward Korean products

The third hypothesis proposed that Korean star image has a positive effect on customer loyalty toward Korean products. The path coefficient obtained is 0.480, which is positive and consistent with the predicted direction, and which is the largest coefficient among the four structural paths. The t-statistics are 4.490, substantially exceeding the critical value of 1.64, and the p-value is 0.000, well below the 0.05 threshold. The 90 percent confidence interval ranges from 0.296 to 0.645 and does not include zero. The effect size of 0.203 falls within the medium category under Cohen's (1988) classification, and the achieved statistical power for this path is 1.000.

The third hypothesis is therefore supported. Korean star image exerts a positive and statistically significant effect on customer loyalty toward Korean products among Indonesian consumers in Jakarta. Substantively, this means that a one-standard-deviation increase in respondents' favorable perception of Korean celebrities is associated with an increase of 0.480 standard deviations in their loyalty toward Korean products, holding the other predictors constant. Among the four antecedents examined in this study, Korean star image is the dominant driver of customer loyalty.

4.5.2.4 Hypothesis 4: Product quality has a positive effect on customer loyalty toward Korean products

The fourth hypothesis proposed that product quality has a positive effect on customer loyalty toward Korean products. The path coefficient obtained is 0.244, which is positive and consistent with the predicted direction. The t-statistics are 1.901, which exceeds the critical value of 1.64, and the p-value is 0.029, which is below the 0.05 threshold. The 90 percent confidence interval ranges from 0.030 to 0.447 and does not include zero. The effect size is 0.054, which falls within the small category, and the achieved statistical power for this path is 0.899, above the 0.80 benchmark.

The fourth hypothesis is therefore supported. Product quality exerts a positive and statistically significant effect on customer loyalty toward Korean products. A one-standard-deviation increase in perceived product quality is associated with an increase of 0.244 standard deviations in customer loyalty, holding the other predictors constant. It should be noted, however, that although the relationship is significant, its magnitude is approximately half that of Korean star image, and the p-value of 0.029, while below the threshold, is not far from it.

4.5.3 Effect Size (f^2)

Effect size quantifies the contribution of each individual exogenous construct to the R^2 of the endogenous construct, that is, the change in R^2 that would occur if a given predictor were removed from the model. Cohen (1988) classifies f^2 values of 0.02, 0.15, and 0.35 as small, medium, and large respectively, while values below 0.02 indicate no meaningful effect.

Table 24 Effect Size (f^2)

Relationship	f^2	Classification
Korean Country Image to Customer Loyalty	0.029	Small
Consumer Ethnocentrism to Customer Loyalty	0.002	No effect
Korean Star Image to Customer Loyalty	0.203	Medium
Product Quality to Customer Loyalty	0.054	Small

Table 24 shows that Korean star image exerts by far the largest effect on customer loyalty, with an f^2 of 0.203, which falls within the medium category and approaches the upper portion of that range. Product quality records a small effect ($f^2 = 0.054$), and Korean country image likewise records a small effect ($f^2 = 0.029$), only marginally above the 0.02 threshold. Consumer ethnocentrism records an f^2 of 0.002, which is below the 0.02 threshold and therefore indicates that this construct makes no meaningful contribution to explaining the variance of customer loyalty. Removing consumer ethnocentrism from the model would produce virtually no change in R^2 .

The pattern of effect sizes is instructive and largely mirrors the pattern of path coefficients reported in Section 4.6. It indicates that among the four antecedents examined, the effective and symbolic pathway represented by Korean star image is considerably more consequential for customer loyalty in this sample than either the cognitive-evaluative pathway represented by Korean country image and product quality, or the normative pathway represented by consumer ethnocentrism.

4.5.4 IPMA (Importance-Performance Map Analysis)

Table 25 Summary of Hypothesis Testing to redumdamt

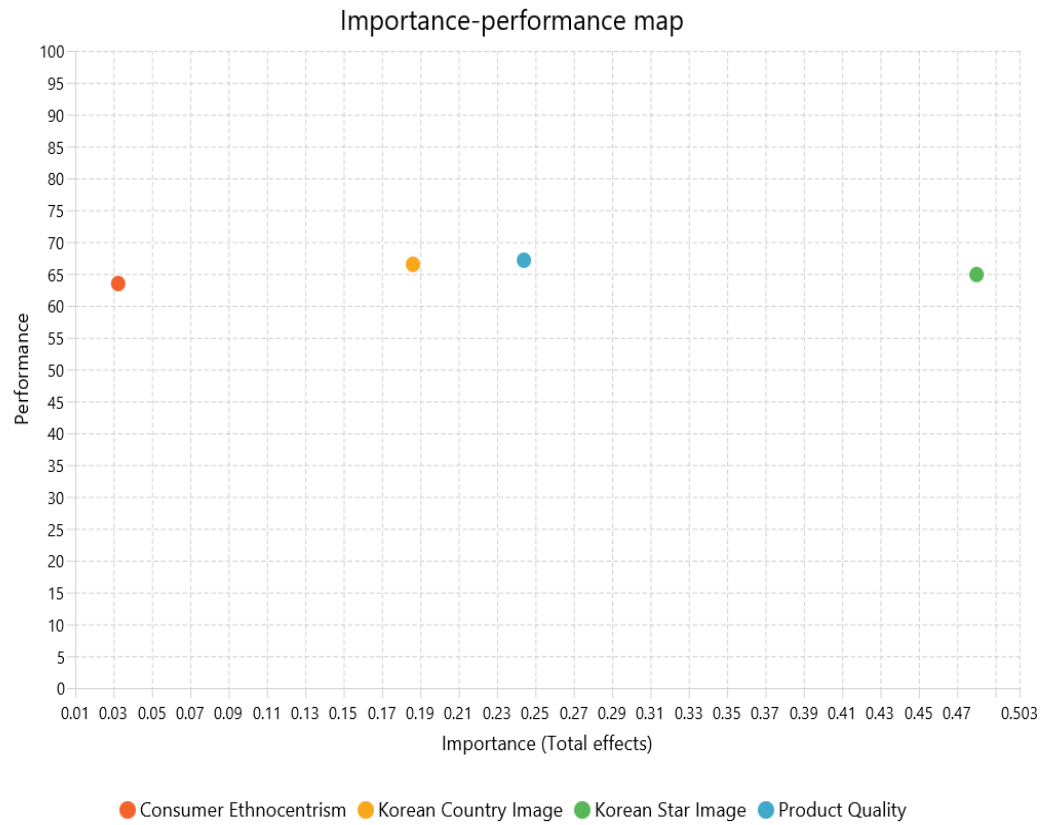


Table 25 presents the Importance-Performance Map Analysis (IPMA), which extends the structural model results reported in the preceding sections by combining the total effect of each exogenous construct on customer loyalty, referred to as its importance, with a rescaled measure of how favourably that construct is currently evaluated by respondents, referred to as its performance (Hair et al., 2021; Hauff et al., 2024). Because the present structural model contains no mediating relationships, the total effect of each exogenous construct on customer loyalty is numerically identical to the direct path coefficient reported in Table 23. Performance scores are obtained by rescaling each construct's mean value from the original five-point scale reported in Table 12 to a 0-100 range, so that a score of 0 corresponds to the lowest possible response and 100 corresponds to the highest.

As shown in Table 25, Korean star image occupies the most consequential position on the map, combining the highest importance value among the four constructs (0.480) with a performance score of 65.0, a level that is, notably,

lower than that of both Korean country image (66.4) and product quality (67.1) despite Korean star image being by far the most influential predictor of loyalty. This combination of high importance and comparatively modest performance places Korean star image in the quadrant that conventionally warrants the greatest managerial priority, since even a modest improvement in respondents' evaluation of this construct would be expected to translate into a disproportionately large gain in customer loyalty relative to equivalent improvements elsewhere (Hauff et al., 2024).

Product quality registers the highest performance score among the four constructs (67.1) together with only a moderate importance value (0.244), indicating that respondents already evaluate this construct favourably and that further gains in its performance are likely to yield comparatively modest returns in customer loyalty. Korean country image records a similarly favourable performance score (66.4) but the second-lowest importance value (0.186), consistent with its non-significant path coefficient reported in Section 4.5.2, and therefore likewise represents a construct of limited priority for managerial intervention. Consumer ethnocentrism records by far the lowest importance value (0.033), consistent with its negligible effect size documented in Table 24, together with the lowest performance score (63.5); its position in the low-importance, low-performance quadrant confirms that it warrants the least priority for managerial attention among the four antecedents examined.

Read together with the hypothesis-testing and effect-size results reported above, the IPMA reinforces the conclusion that Korean star image is simultaneously the most influential and the most improvable driver of customer loyalty in this sample. From a managerial perspective, this suggests that investment directed at strengthening consumers' perception of Korean celebrity endorsers, for instance through more sustained or more credible endorsement partnerships, is likely to generate the largest incremental improvement in customer loyalty among the four levers examined, whereas comparable investment in product quality or country image communication would be expected to yield smaller returns, since both constructs already perform relatively well and contribute comparatively little additional explanatory power to the loyalty outcome.

4.6 Discussion

This section interprets the results of hypothesis testing in relation to the theoretical framework developed in Chapter II and to previous empirical studies and considers

both the theoretical and the practical implications of each finding. Because two of the four hypotheses are not supported, the discussion gives particular attention to the reasons why the empirical results diverge from theoretical expectations, distinguishing so far as possible between substantive explanations and explanations rooted in the measurement limitations identified in Section 4.3.

4.6.1 The Effect of Korean Country Image on Customer Loyalty

The results indicate that Korean country image has a positive but statistically non-significant effect on customer loyalty ($\beta = 0.186$; $t = 1.576$; $p = 0.058$), with a small effect size ($f^2 = 0.029$). The first hypothesis is therefore not supported at the five percent level, although the direction of the relationship is consistent with theoretical expectations and the result narrowly misses the conventional significance threshold.

At the indicator level, Korean country image is most strongly represented by KOREAN COUNTRY IMAGE 1 ("I perceive South Korea as a country with a strong reputation for producing high-quality products"), which records the highest outer loading within this construct ($\lambda = 0.885$; Table 13), indicating that respondents' evaluation of Korea's product-related reputation is captured with somewhat greater precision than the other two facets of the construct. The path coefficient of 0.186 is positive but falls below Korean star image, the model's strongest predictor ($\beta = 0.480$; Table 23). Measurement quality and structural effect size are separate things.

Verlegh and Steenkamp (1999) argue country of origin functions as an extrinsic cue: consumers use it to infer product quality and reliability when direct knowledge is limited. A favorable Korean image should translate into trust and loyalty. The coefficient is positive, consistent with this prediction, but falls short of significance.

Lee and Kim (2021) found country image has a positive, significant effect on attitude toward Korean products; Choi and Lee (2022) linked it to stronger behavioral intention toward Korean cosmetics; Ayyildiz and Cengiz (2007) reported a direct, significant effect on loyalty. The first two measured pre-purchase constructs. Country image, as an extrinsic cue, matters most before consumers have direct product experience. Once they accumulate experience, as 86.1 percent of this sample have, consumers rely more on intrinsic cues like product quality. Roth and Diamantopoulos (2009) support this: country image effects depend on familiarity with the product category.

Statistical power, not measurement quality, explains the non-significant result. VIF values for Korean Country Image 1, 2, and 3 are 2.230, 2.085, and 1.836, each below the conservative threshold of 3 (Hair et al., 2022), confirming that the three indicators are free of problematic collinearity and that the construct is cleanly measured. The non-significant path coefficient is therefore better explained by the sample's statistical power than by any deficiency in measurement: the achieved statistical power for this path is 0.720, below the 0.80 benchmark, and the post-hoc analysis indicates that a sample of 179 respondents would be required to detect an effect of this magnitude at 80 percent power. The non-significant result should therefore be read as inconclusive rather than as evidence of the absence of an effect.

A third explanation relates to the demographic composition of the sample. As reported in Table 4, 76.3 percent of respondents fall within the 17-to-21 and 22-to-26 age brackets, placing the large majority of the sample within Generation Z. Generation Z consumers are commonly described in the literature as digital natives whose information-seeking and brand-evaluation habits differ from those of older cohorts, engaging with brands primarily through direct, interactive, and personally mediated digital channels rather than through traditional, nationally framed brand signals such as country of origin (Priporas et al., 2017). If the youthfulness of the present sample similarly predisposes respondents to weight direct, personally mediated cues, such as the Korean-celebrity-based cue captured by Korean star image, more heavily than the comparatively abstract, nation-level cue captured by Korean country image, this would be consistent with the pattern of results obtained here: a small, non-significant effect for Korean country image alongside a strong, highly significant effect for Korean star image, discussed further in Section 4.6.3.

A fourth explanation is substantive and connects to the SEAbtings phenomenon. The descriptive results reported in Section 4.3 reveal a marked gap between KOREAN COUNTRY IMAGE 2, which measures the perceived innovativeness of Korean products (mean = 3.846), and KOREAN COUNTRY IMAGE 3, which measures the overall impression of South Korea as a country (mean = 3.469). Respondents rate Korean products more favorably than they rate Korea as a nation. This fits what one would predict if SEAbtings discourse had introduced critical sentiment toward Korea while leaving admiration for Korean products intact. A country image fragmented this way loses its aggregate pull on product loyalty, since the national-image component and the product-image component no longer move in tandem.

The pattern suggests that the country-of-origin effect operates differently at different stages of the consumer decision process. Prior research measured the effect at the purchase-intention stage; this study finds it weaker at the loyalty stage, where consumers can draw on accumulated product experience as a more direct basis for evaluation. Chapter I identified this possibility as an evidence gap, and the present findings offer tentative support, though confirming it would require a larger sample. Firms marketing Korean products in Jakarta should stop relying on national-image association as their principal retention instrument. Country image may still help with customer acquisition, where consumers lack direct experience, but consumers appear to maintain loyalty through other mechanisms. The distinction matters most during periods of adverse discourse about Korea: experienced consumers' loyalty does not rest on national sentiment.

4.6.2 The Effect of Consumer Ethnocentrism on Customer Loyalty

The results indicate that consumer ethnocentrism has a positive and statistically non-significant effect on customer loyalty ($\beta = 0.033$; $t = 0.379$; $p = 0.352$), with an effect size of 0.002 indicating no meaningful contribution to the model. The second hypothesis is not supported, and the estimated coefficient carries the opposite sign to that predicted.

At the indicator level, the highest outer loading within the consumer ethnocentrism construct is recorded by CONSUMER ETHNOCENTRISM 2 ("Purchasing foreign products, such as Korean products, can have a negative impact on the domestic economy"; $\lambda = 0.875$; Table 14), indicating that the economic-protection facet of ethnocentric sentiment is the most reliably measured component of the construct. This relatively strong measurement quality makes the construct's near-zero, incorrectly signed path coefficient more difficult to attribute to poor indicator reliability alone; the coefficient of 0.033 remains far below the highest path coefficient obtained in the structural model, achieved by Korean star image ($\beta = 0.480$; Table 23), which strengthens rather than weakens the case, developed below, that the anomalous result is more plausibly a product of response-pattern bias than of an inadequately measured construct.

This result requires careful and candid treatment, because it is inconsistent not merely with the hypothesis but with the theoretical construct itself. Shimp and Sharma (1987), in developing the CETSCALE, define consumer ethnocentrism as the belief that purchasing foreign products is inappropriate because it harms the domestic economy and is unpatriotic. It follows

analytically, and not merely empirically, that consumers scoring highly on ethnocentrism should exhibit lower loyalty toward foreign products. Balabanis and Siamagka (2022) confirm that ethnocentrism negatively affects attitudes toward foreign products, Nguyen et al. (2023) report that ethnocentrism reduces both purchase intention and long-term engagement with international products in emerging markets, and Pentz et al. (2017) demonstrate the same negative pattern in the developing-country context of South Africa. The present study contradicts all three findings; the effect reverses in sign.

Two interpretations arise. The first rests on substantive grounds: consumers in this sample appear to feel no tension between national pride and consuming Korean products, and the two orientations coexist. This fits a pattern documented in globalized consumer culture where ethnocentric sentiment is expressed symbolically rather than in purchasing behavior.

The respondent profile in Section 4.2 supports this reading. Table 9 shows that 62.9 percent of respondents pay for streaming services monthly to watch Korean content; Table 10 shows that 86.0 percent attend K-pop concerts at least occasionally. Because the screening criteria required existing users of Korean products, the sample carries, by construction, sustained direct exposure to Korean cultural content rather than representing Indonesian consumers at large. Chen (2025), drawing on parasocial contact theory, argues that sustained exposure to a foreign country's cultural products, such as dramas and music, cultivates parasocial relationships between consumers and that culture's media figures. These relationships blur group-level distinctions and build more favorable attitudes toward the foreign country. This sample's deep engagement with Korean content and live performances makes the mechanism plausible: ethnocentric sentiment, even when present, may not reduce loyalty among consumers this embedded in Korean culture. The substantive and methodological explanations are compatible; neither excludes the other.

The second interpretation rests on methodological grounds and is the more plausible. Section 4.4.2 documents a zero-order correlation between consumer ethnocentrism and customer loyalty of $r = 0.774$, a strongly positive value that no substantive theory of ethnocentrism predicts. Among the five constructs, the consumer ethnocentrism items were the only reverse-worded ones, meaning agreement signaled a preference for domestic over Korean products. Had enough respondents engaged in acquiescent responding or straight-lining, rating all fifteen items uniformly high without registering the

reversal built into the ethnocentrism items, the resulting pattern would match what the data show: inter-construct correlations running uniformly high, the ethnocentrism-loyalty correlation turning positive instead of negative, and the path coefficient collapsing near zero once the other predictors enter as controls. Podsakoff et al. (2003) identify this pattern as a recognized manifestation of common method bias in single-source, single-occasion self-report designs.

Intellectual honesty requires assigning priority to the second interpretation. The present data cannot support advancing the finding that consumer ethnocentrism fails to reduce customer loyalty toward Korean products as a substantive contribution to the literature, since the ethnocentrism construct's measurement is compromised in a manner that would produce this exact result regardless of the underlying truth. This study failed to detect the theoretically expected negative relationship, and the most probable explanation lies in the instrument rather than in the phenomenon itself.

The theoretical implication remains limited and fundamentally methodological, concerning the measurement of reverse-directioned constructs within samples that are, by construction, favorably disposed toward the foreign product. Because the screening criteria required respondents to have purchased or used Korean products more than once, the sample excludes strongly ethnocentric consumers who avoid Korean products altogether. This sampling frame truncates the upper range of the ethnocentrism distribution, restricting variance in the construct and reducing the study's statistical power to detect its effect. This limitation operates at the level of design, distinct from the response-bias issue discussed above, and merits acknowledgment.

The practical implication for firms calls for caution. These results don't show that ethnocentric sentiment poses no risk to Korean brands in Jakarta; the sample wasn't built in a way that could test that proposition. Among consumers who already use Korean products, though, the results do show that ethnocentric attitudes don't predict differences in continued loyalty. For future research, it is strongly recommended that the CETSCALE be administered in its full or abbreviated validated form with a mixture of positively and negatively keyed items, that attention-check items be embedded in the questionnaire, and that the sample be drawn to include consumers who do not currently use Korean products, so that the full range of the ethnocentrism construct is represented.

4.6.3 The Effect of Korean Star Image on Customer Loyalty

The results indicate that Korean star image has a positive and statistically significant effect on customer loyalty ($\beta = 0.480$; $t = 4.490$; $p = 0.000$), with a medium effect size ($f^2 = 0.203$) and achieved statistical power of 1.000. The third hypothesis holds: Korean star image is the strongest predictor of customer loyalty in the model, with a coefficient roughly twice that of product quality and more than two and a half times that of Korean country image.

At the indicator level, KOREAN STAR IMAGE 2 ("I consider Korean celebrities as trustworthy endorsers") represents the construct most strongly, with an outer loading of 0.904 (Table 15), the second highest among all fifteen indicators. Only PRODUCT QUALITY 2 loads higher ($\lambda = 0.917$; Table 16). Korean star image also carries the highest path coefficient in the structural model ($\beta = 0.480$; Table 23), combining strong measurement with the largest effect on loyalty among the four antecedents examined. The country image and ethnocentrism findings still carry measurement caveats; this one does not.

The finding matches source credibility theory, which holds that a promotional message's persuasiveness depends on the endorser's perceived credibility, attractiveness, and expertise (Jin & Ryu, 2022). It also aligns with the meaning transfer mechanism, through which symbolic meanings tied to a celebrity transfer first to the endorsed product and then to the consumer. Korean celebrities carry brand meaning beyond attention-capture, sustaining consumer commitment over time.

The finding aligns with three streams of prior research. Jin and Ryu (2022) find that celebrity endorsement enhances brand perception and consumer trust, though their outcome measured brand perception rather than loyalty. Park and Lin (2023) show that K-pop endorsement increases consumer engagement and brand loyalty, which this study corroborates in the Indonesian context. Most directly, Nadila and Windasari (2022), working with Indonesian respondents, find that personality congruence and fan engagement with Korean celebrities strengthen brand loyalty through brand attachment and brand love. Both studies examine the same market and the same class of endorsers, and both find that Korean celebrities' influence extends beyond purchase into sustained brand relationships.

Two mechanisms explain the strength of the effect in this sample. The demographic profile favors parasocial relationship formation. The sample skews female (72.7 percent) and young (76.3 percent aged 17 to 26), with heavy engagement in Korean content: 62.9 percent pay for streaming monthly

to watch Korean films and dramas (Table 4.7). Park and Lin (2023) argue that parasocial relationships, in which consumers develop emotional attachment to a celebrity without reciprocal interaction, convert endorsement into durable loyalty. Exposure at this frequency creates conditions for such relationships to form and persist.

The affective mechanism also appears more resilient than the cognitive one under contested national sentiment. Korean star image remains the strongest loyalty predictor even though, per the screening criteria, every respondent knows about SEAbings. Consumers' emotional attachment to individual Korean celebrities appears insulated from critical discourse directed at Korea as a nation. Consumers can hold reservations about Korea in the abstract while retaining attachment to Korean artists; that personal attachment sustains their loyalty toward Korean products. The celebrity functions as a cultural bridge, decoupling product loyalty from national sentiment.

In culturally driven markets, the effective and parasocial pathway to loyalty may outweigh the cognitive-evaluative pathway of country image and product quality. Celebrity-mediated affect may constitute a substantial share of Dick and Basu's (1994) relative attitude component in markets where cultural content precedes product consumption. Modeled jointly, celebrity image may dominate country image.

For skincare and cosmetics brands, fashion retailers, and concert organizers in Jakarta, Korean celebrity endorsement is the single most effective lever for sustaining customer loyalty among the four antecedents examined. Brands should build long-term ambassadorial relationships; the parasocial mechanism depends on sustained exposure and accumulated familiarity. Consumers' attachment to individual artists also appears resilient to adverse national discourse, so during periods of tension like the SEAbings episode, brands should foreground the individual artist rather than the product's Korean origin. One caveat: celebrity endorsement concentrates reputational risk. When an endorser attracts controversy, the damage reaches the brand through the same affective channel that sustains loyalty.

4.6.4 The Effect of Product Quality on Customer Loyalty

The results confirm that product quality has a positive and significant effect on customer loyalty ($\beta = 0.244$; $t = 1.901$; $p = 0.029$), with a small effect size ($f^2 = 0.054$) and adequate statistical power (0.899). The fourth hypothesis

holds: product quality ranks as the second-strongest predictor in the model, with a coefficient just over half that of Korean star image.

PRODUCT QUALITY 2 ("Korean products are reliable and consistent in terms of quality") carries the highest outer loading in the model at 0.917 (Table 16). Its path coefficient (0.244) is just over half the Korean star image coefficient. A ceiling effect accounts for the gap: respondents rate product quality very positively across the board, and that homogeneity limits the construct's ability to distinguish more loyal consumers from less loyal ones.

The finding aligns with expectation-confirmation theory, which holds that consumers evaluate a product by comparing its performance against prior expectations, and that met or exceeded expectations generate satisfaction and deepen commitment (Kim & Park, 2023). It also matches Oliver's (1999) satisfaction-loyalty framework, in which satisfaction is necessary but not sufficient for loyalty. Consumers' experience-based evaluations retain an independent role in sustaining loyalty, even in a market driven by cultural and affective factors.

The result confirms the direction of prior research, though not its magnitude. Kim and Park (2023) find that perceived product quality increases customer loyalty among global brands; Hwang and Lee (2022) show it determines repurchase intention and sustained loyalty within the cosmetics industry. This study confirms the direction; product quality here ranks behind Korean star image. The product quality literature predicts a functional construct should lead. A symbolic one does instead.

Two explanations account for this. The product categories examined, skincare, cosmetics, fashion, concerts, and films, carry symbolic and identity-expressive value that outweighs functional performance. Solomon (2020) notes that consumers evaluate products in these categories through identity and social belonging, a dynamic that would give product quality more weight in functional categories such as consumer electronics. The second explanation is the ceiling effect. Product quality carries the highest mean among all five constructs (3.685), with PRODUCT QUALITY 2 and PRODUCT QUALITY 3 among the three highest-rated indicators in the instrument. Once respondents perceive quality as uniformly high, it stops discriminating between them and explains less loyalty variance. Quality may function as a hygiene factor: consumers expect it, and its absence disqualifies a product, but small variations no longer separate loyal from non-loyal consumers.

The outer VIF values for PRODUCT QUALITY 1, 2, and 3 reach 2.050, 2.809, and 2.209 (Table 16), each within Hair et al.'s (2022) conservative threshold of 3. The three indicators avoid problematic collinearity, consistent with the high outer loadings above. The ceiling-effect and product-category explanations account for the modest path coefficient.

Product quality functions as a stabilizing factor in consumer behavior, as Chapter II argued. Korean country image, a socially contested perception, failed significance; product quality, grounded in consumers' repeated experience, remained significant. When national sentiment turns contested, as during SEAbings, consumers' loyalty rests on tangible, experience-based product attributes rather than symbolic association with the country of origin.

These results suggest a two-tier structure: functional adequacy as prerequisite, affective attachment as outcome driver, consistent with Oliver's (1999) claim that satisfaction is necessary but not sufficient for loyalty. For Korean brands in Jakarta, consistent product quality is a defensive necessity. Quality deterioration erodes loyalty, but incremental quality improvement yields less return than equivalent investment in celebrity partnership. Firms should protect quality as a floor and direct additional marketing investment toward the affective mechanisms that drive larger loyalty gains. During periods of national controversy, quality communication is also the safest channel: it is the mechanism least exposed to volatility in public discourse about Korea.

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

This study examined the influence of Korean country image, consumer ethnocentrism, Korean star image, and product quality on customer loyalty toward Korean products among Indonesian consumers in Jakarta, using Partial Least Squares Structural Equation Modeling (PLS-SEM) estimated in SmartPLS 4. Data came from respondents recruited online and offline, all meeting the screening criteria, including awareness of the SEAbings phenomenon. Of the four hypotheses from Chapter II, two are supported and two are not.

Korea's national image has a positive but statistically insignificant effect on customer loyalty; H1 is unsupported. The p-value misses the conventional threshold by a small margin, and below-benchmark statistical power combined with elevated multicollinearity on this path make the result inconclusive rather than a clean rejection.

Consumer ethnocentrism shows a positive but statistically insignificant effect on loyalty, failing H2 on two counts: the coefficient misses significance and runs positive when H2 predicted negative. Common method bias in the reverse-scored ethnocentrism items is the most plausible explanation, compounded by limited variance from screening criteria that excluded highly ethnocentric non-users of Korean products. The finding does not refute consumer ethnocentrism theory (Shimp & Sharma, 1987).

In response to the third research question and objective, which pertains to the image of Korean celebrities, the results indicate a positive and statistically significant effect on customer loyalty, with a moderate effect size and very high statistical power. Therefore, the third hypothesis (H3) is supported. Among the four antecedent factors examined, the image of Korean celebrities is the strongest predictor of customer loyalty by a considerable margin, indicating that Indonesian consumers' loyalty is primarily driven by their affective attachment to Korean celebrities.

In response to the fourth research question and objective, regarding product quality, the results show a positive and statistically significant effect on customer loyalty, with a small effect size and adequate statistical power. The fourth hypothesis (H4) thus gains support, indicating that direct experience with the product continues to make an independent and reliable, if relatively modest, contribution to loyalty alongside the dominant affective pathway represented by the image of Korean celebrities.

Collectively, these four antecedent constructs account for a substantial proportion of the variance in customer loyalty, a level of explanatory power that Chin's (1998) criteria

classify as substantial. This figure warrants caution in interpretation, however, as Chapter IV discusses, since part of it likely stems from high interconstruct correlations rather than from substantive explanatory power alone. A significant portion of the variance remains outside the scope of this model, attributable to constructs such as customer satisfaction, brand trust, perceived value, or switching costs, along with random error.

The Importance-Performance Map (IPMA) analysis presented in Chapter IV reinforces and extends these conclusions (Hair et al., 2021; Hauff et al., 2024). The “Korean star image” construct recorded the highest importance score among the four constructs; however, it is worth noting that its performance score was lower than those for “Korea’s national image” and “product quality.” This places it in the quadrant requiring the highest managerial priority: the “Korean star image” is both the most influential driver of customer loyalty and the aspect with the greatest potential for improvement in this sample. Product quality recorded the highest performance score yet carried only a moderate importance value, indicating that this aspect already receives positive evaluation and offers limited room for further loyalty improvement. Korea’s country image combines an equally positive performance score with the second-lowest importance value, a pattern consistent with its non-significant path coefficient. Consumer ethnocentrism recorded the lowest importance and performance scores of all four constructs, confirming that this aspect deserves the lowest managerial priority.

This study concludes that customer loyalty toward Korean products among consumers residing in Jakarta, within the context of the SEAbtings phenomenon, draws primarily on affective attachment to Korean celebrities and, secondarily, on direct experience with product quality. Abstract, socially contested perceptions, such as South Korea’s national image and consumer ethnocentrism, showed no significant independent effect on loyalty. This addresses the gap Chapter I identified: customer loyalty has received far less attention than purchase intent in the Korean products literature. Once Indonesian consumers accumulate direct product experience, celebrity-mediated affective bonds sustain loyalty more than the nationally framed perceptions that shape purchase intent.

5.2 Implications

5.2.1 Theoretical Implication

This study tests country-of-origin effects, consumer ethnocentrism, celebrity endorsement, and customer loyalty jointly in a single structural model. The national context, Indonesia, and the social context, the SEAbtings phenomenon, are both new to this literature. Four theoretical contributions follow, one per hypothesis.

The non-significant path from Korea's country image to loyalty suggests the country-of-origin effect operates differently at different stages of the consumer decision process (Verlegh & Steenkamp, 1999). Researchers have measured it against purchase intention and attitude (Ayyildiz & Cengiz, 2007; Lee & Kim, 2021), constructs that arise when consumers lack product experience and use country cues as proxies for unobservable quality. Testing the effect against loyalty, a post-consumption construct, in a sample with sustained Korean product experience extends the theory to a different stage. The finding is consistent with Roth and Diamantopoulos's (2009) proposition that familiarity with a product category reduces the country-of-origin effect: as consumers accumulate direct experience, they rely on intrinsic cues over extrinsic country-of-origin ones. The discriminant validity limitations discussed below bear on how accurately the model separates Korea's country image from other constructs.

Using the CETSCALE (Shimp & Sharma, 1987), this study found no negative relationship between consumer ethnocentrism and loyalty, where the theory and prior studies predicted one (Balabanis & Siamagka, 2022; Nguyen et al., 2023; Pentz et al., 2017). The contribution is methodological: the result identifies boundary conditions under which the CETSCALE may fail to detect the theorized effect. Restricting the sample to active users of the foreign product cuts off the upper end of the ethnocentrism distribution. Reverse-scored items also demand sustained attention that convenience-based online surveys may not produce. Researchers testing consumer ethnocentrism theory among active foreign-product users should account for both conditions; those applying for the CETSCALE in Southeast Asia have not.

The strong path from Korean celebrity image to loyalty supports source credibility and parasocial relationship theory: celebrity brand ambassadors carry brand meaning beyond persuasion and sustain consumer commitment over time (Jin & Ryu, 2022). This extends Park and Lin (2023) and Nadila and Windasari (2022). Korean star image, modeled alongside country image, ethnocentrism, and product quality, dominates all three as a loyalty predictor; the affective, celebrity-mediated pathway outweighs the cognitive-evaluative one. The SEAbings episode illustrates the implication: consumers' attachment to individual Korean celebrities appears insulated from critical national sentiment, sustaining product loyalty through personal connection rather than country image.

The significant but moderate path from product quality to loyalty extends expectation confirmation and satisfaction-loyalty theory (Oliver, 1999): direct

product experience makes an independent contribution to loyalty even in markets driven by effective and cultural mechanisms. The direction matches Kim and Park (2023) and Hwang and Lee (2022), though the magnitude does not; product quality sits behind Korean star image. In culturally driven categories, Korean cosmetics, fashion, and entertainment, product quality provides the floor while celebrity attachment determines the outcome, a two-tiered structure consistent with Oliver's (1999) view that satisfaction is necessary but not sufficient for loyalty.

One measurement issue cut across all four results. The Korean star image construct failed the Fornell-Larcker criterion: its shared variance with its own indicators fell below its correlations with Korea's country image and customer loyalty. Interconstruct correlations run high throughout the model. Each construct holds internal reliability, but the five constructs overlap in the data, a problem the single-pass self-report design appears to have produced. The theoretical conclusions above, especially on how much Korean star image dominates the other three constructs, hold up in direction but stay tentative in their numerical values until researchers replicate this with a measurement design less exposed to general methodological variance.

5.2.2 Managerial Implication

Based on the findings of this study and read jointly with the Importance-Performance Map Analysis reported in Chapter IV, several managerial implications can be proposed for businesses distributing Korean products, including skincare and cosmetics retailers, fashion brands, and concert or entertainment organisers operating in the Jakarta market.

1. Prioritise Korean Celebrity Endorsement:

The Korean celebrity image appears to be the most influential variable in terms of predicting consumer loyalty and has a moderate effect size. From the IPMA outcomes, it can be noted that it has the most significant impact and at the same time a relatively moderate performance score, which makes it the construct having the lowest performance rating among the three variables that have shown positive path scores. This means that a moderate improvement in the consumers' views about Korean celebrities as spokespersons will provide more benefits in terms of customer loyalty compared to an equal amount of effort spent elsewhere. The parasocial processes found in this study need sustained celebrity relationships instead of temporary campaigns.

2. Maintain Product Quality as a Protective Floor, not a Primary Differentiator:

The quality of the products significantly relates to customer loyalty as the relationship has a moderate effect size, making product quality the most significant factor for performance among the four related constructs. Since consumers already perceive product quality favorably, it would be almost impossible for the firms to enhance loyalty through investments in product quality. Rather, such investments must be made to ensure that product quality is consistent. A decline in quality affects loyalty, but the improvement of quality can lead to dissatisfaction among consumers.

3. Treat Country-Image Communication as a Secondary, Monitored Lever:

The relationship between the impression of Korea and the loyalty of customers shows a positive trend but has not reached statistically significant levels as per conventional standards. The IPMA analysis indicates low relevance along with a high level of productivity. Even though the results fall slightly under the level where significance is expected, it is worth keeping in mind that the correlations are multicollinear and thus, companies do not need to stop promoting the country of origin but should not regard the country-of-origin promotion as a key retention technique either. Questing for the best outcomes, companies should regard these as secondary measure, being low-cost complement of celebrity or quality-related strategies with continuous monitoring of whether the attitude to the Korea as a state which is assessed by this research in a more negative way than the attitude towards Korean goods can somehow change.

4. Do Not Design Retention Strategy Around Countering Ethnocentric Sentiment:

There is no substantial impact of consumer ethnocentrism on customer loyalty among the whole sample, as its estimated value doesn't meet the significance criteria. The results of IPMA put consumer ethnocentrism at the lowest level in terms of importance and performance. Since the sample consists of consumers already purchasing Korean products, they cannot be influenced to do so further. Companies should not invest in any retention

campaigns intended to counteract ethnic or nationalistic tendencies among their customers but rather utilize the budget available on celebrity endorsement and quality assurance, which have been found to be more driving forces in people's purchase behavior.

5. Recognise the Limits of the Present Model When Setting Loyalty Strategy:

Along with the four theoretical concepts that are elaborated above, one may account for a large share of variance in loyalty of customers, but the remaining part should be considered in relation to other factors that may influence customers' loyalty. These factors include customer satisfaction, brand trust, perceived value and switching costs. Hence, it is necessary for the business to treat appearance of the Korean celebrity, product quality, national image and consumer ethnocentrism as the useful, but not exhaustive means of analysis of loyalty factors.

5.3 Limitations and Further Research Agenda

5.3.1 Limitations

This study has several limitations relating to the sample, measurement model, structural model, and research design, all of which the audience must put into consideration in interpreting the findings presented above.

When it comes to the sample of this research, it should be highlighted that genuine responses as what was mentioned in Chapter III are not close to the target quota, as is revealed in Section 4.1. Though the required sample size is enough to satisfy the model, its magnitude is small overall. Statistical power has been achieved at two of the four path analyses. The country image of Korea and consumer ethnocentrism pathways did not reach the required level, which makes it hard to establish the significance of the results for these pathways. Moreover, the sample is mostly concentrated in South Jakarta, and it is female and younger consumers dominating in the sample.

This study examined only four antecedent constructs, which do not fully explain customer loyalty, leaving a meaningful share of variance attributable to factors outside the scope of the present model. Furthermore, the screening criteria required respondents to have purchased or used Korean products more than once, which, while necessary to ensure that respondents could meaningfully evaluate loyalty, systematically excluded highly ethnocentric consumers who avoid Korean products altogether; this design choice restricts

the range of the consumer ethnocentrism construct and is a plausible contributing factor, alongside common method bias, to the non-significant result obtained for the second hypothesis. Finally, this study employed a cross-sectional design, capturing respondents' perceptions at a single point in time. Because the SEAbings phenomenon is itself described in Chapter I as a recent and evolving development, this design cannot capture whether consumer sentiment toward Korea, or the strength of the relationships examined in this study, changes as the phenomenon and its associated public discourse continue to develop.

5.3.2 Further Research Agenda

Based on the limitations outlined above, several recommendations are proposed for future research and for the refinement of the present research design.

Recommendations for Future Research

1. Strengthen the Measurement of Consumer Ethnocentrism:

Research in the future is recommended to apply the CETSCALE with an equal mix of positively and negatively worded items, along with the embedded attention-check items, and to select a sample that contains consumers who do not use Korean products at present, instead of restricting the sample to previous buyers or users, as done in this study. This approach would decrease the chances of common method bias affecting the reverse wording items and restore full variation in the consumer ethnocentrism variable, enabling testing of the relationship, as posited, between consumer ethnocentrism and loyalty.

2. Expand and Diversify the Sample:

Future research should aim for a larger sample size, supported by a priori power analysis using G*Power (Faul et al., 2007) to ensure adequate statistical power, particularly for structural paths of the magnitude estimated for Korean country image in this study. Future samples should also be distributed more evenly across all administrative areas of Jakarta, rather than concentrated in South Jakarta as in the present study and should seek a more balanced representation of male and older consumers, in order to improve the generalisability of the findings.

3. Incorporate Additional Antecedents of Customer Loyalty:

Because the present model, while explanatorily strong, does not fully account for the variance in customer loyalty, future research is encouraged to extend the present model by incorporating additional constructs such as customer satisfaction, brand trust, perceived value, or switching costs, each of which has established theoretical relevance to customer loyalty but was outside the scope of the present study, in order to develop a more complete explanation of customer loyalty toward Korean products.

4. Extend the Research Context:

Future research may replicate the present model in other Southeast Asian markets with comparable exposure to the Korean Wave, or apply it comparatively to other transnational cultural product categories, such as Japanese popular culture products, in order to assess whether the dominance of celebrity-mediated affective loyalty over country-image-based loyalty observed in this study is specific to the Korean-Indonesian context or reflects a broader pattern in loyalty toward culturally driven foreign products.

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APPENDIX

Appendix 1: Screening Questions

No	Questions	Objective
1	Apakah rentang usia anda 17 – 30 tahun? Are you between the ages of 17 and 30? ☐ Yes ☐ No (tidak perlu melanjutkan)	Screening Questions
2	Apakah anda berdomisili di Jakarta Do you live in Jakarta? ☐ Yes ☐ No (tidak perlu melanjutkan)	Screening Questions
2	Apakah anda akrab dengan Produk-produk Korea (produk perawatan kulit, kosmetik, mode/busana, konser) Are you familiar with Korean products (skincare, cosmetics, fashion, concerts)? ☐ Yes ☐ No (tidak perlu melanjutkan)	Screening Questions
3	Apakah anda pernah membeli/menggunakan Produk-produk Korea (produk perawatan kulit, kosmetik, mode/busana, konser) lebih dari satu kali? Have you ever purchased or used Korean products (skincare, cosmetics, fashion, or concert-related items) more than once? ☐ Ya	Screening Questions

No	Questions	Objective
	☐ No (tidak perlu melanjutkan)	
4	Apakah kamu Warga Negara Indonesia Are you an Indonesian citizen? ☐ Yes ☐ No (tidak perlu melanjutkan)	Screening Questions
5	Apakah kamu mengetahui mengenai Fenomena SEAbings yang sedang terjadi? Are you aware of the SEAbings phenomenon that's currently taking place? ☐ Yes ☐ No (tidak perlu melanjutkan)	Screening Questions

Appendix 2: Demographic Questions

No	Questions	Objective
1	Apa jenis kelamin anda? What is your gender? ☐ Laki – laki (Male) ☐ Perempuan (Female)	Demographic Questions
2	Berapa rentang usia anda? What is your age range? ☐ 17 – 20 ☐ 21 – 25 ☐ 26 – 30	Demographic Questions

No	Questions	Objective
3	Dimana anda berdomisili sekarang? Do you currently live in Jakarta? ☐ Kota Administrasi Jakarta Timur ☐ Kota Administrasi Jakarta Barat ☐ Kota Administrasi Jakarta Pusat ☐ Kota Administrasi Jakarta Utara ☐ Kota Administrasi Jakarta Selatan ☐ Kabupaten Administrasi Kepulauan Seribu	Demographic Questions
4	Apa pekerjaan anda saat ini? What is your current employment? ☐ Pelajar / Student ☐ Pegawai / Employed ☐ Pegawai Negeri / Govt employee ☐ Wiraswasta / Self-employed ☐ Tidak bekerja / Unemployed	Demographic Questions
5	Berapa pengeluaran bulanan anda untuk membeli Produk – produk Korea (produk perawatan kulit, kosmetik, mode/busana, konser)? How much do you spend each month on Korean products (skincare, cosmetics, fashion, and concerts)? ☐ Rp 2.000.001 - Rp 6.000.000 ☐ Rp 6.000.001 - Rp 10.000.000 ☐ Di atas Rp 10.000.001	Demographic Questions

No	Questions	Objective
6	Jika anda pernah menggunakan Produk-produk Korea (produk perawatan kulit, kosmetik, mode/busana, konser), Berapa lama rentang waktu anda dalam menggunakan Produk-produk tersebut? If you have ever used Korean products (skincare, cosmetics, fashion, or concert-related items), how long have you been using them? ☐ Kurang dari 1 tahun / Less than 1 year ☐ 1 - 2 tahun / years ☐ Lebih dari 2 tahun / Over 2 years	Demographic Questions

Appendix 3: Questioner section 1 (Korean Country Image)

No	Questions	Scale
1	I perceive South Korea as a country with a strong reputation for producing high-quality products. Saya memandang Korea Selatan sebagai negara yang memiliki reputasi baik dalam menghasilkan produk berkualitas tinggi.	1: Sangat tidak setuju/ Strongly disagree 2: Tidak Setuju/Disagree 3: Netral/Neutral 4: Setuju/Agree 5: Sangat setuju/Strongly agree
	I believe that Korean products have innovative features. Saya percaya bahwa produk Korea memiliki fitur yang terbaru.	1: Sangat tidak setuju/ Strongly disagree 2: Tidak Setuju/Disagree 3: Netral/Neutral 4: Setuju/Agree

No	Questions	Scale
		5: Sangat setuju/Strongly agree
3	I have a positive overall impression of South Korea as a country. Saya memiliki kesan yang positif terhadap Korea Selatan sebagai sebuah negara.	1: Sangat tidak setuju/Strongly disagree 2: Tidak Setuju/Disagree 3: Netral/Neutral 4: Setuju/Agree 5: Sangat setuju/Strongly agree

Appendix 4: Questioner section 2 (Consumer Ethnocentrism)

No	Questions	Scale
1	I prefer buying Indonesia's local products instead of Korean's products. Saya lebih memilih membeli produk negara Indonesia dibandingkan produk Korea	1: Sangat tidak setuju/Strongly disagree 2: Tidak Setuju/Disagree 3: Netral/Neutral 4: Setuju/Agree 5: Sangat setuju/Strongly agree
2	Purchasing foreign products (such as Korean products) can have a negative impact on the domestic economy. Membeli produk luar negeri (seperti produk korea) dapat berdampak negatif terhadap perekonomian dalam negeri.	1: Sangat tidak setuju/Strongly disagree 2: Tidak Setuju/Disagree 3: Netral/Neutral 4: Setuju/Agree

No	Questions	Scale
		5: Sangat setuju/Strongly agree
3	I feel it's important to support Indonesian products over Korean products. Saya merasa penting untuk mendukung produk Indonesia dibandingkan produk Korea.	1: Sangat tidak setuju/Strongly disagree 2: Tidak Setuju/Disagree 3: Netral/Neutral 4: Setuju/Agree 5: Sangat setuju/Strongly agree

Appendix 5: Questioner section 3 (Korean Star Image)

No	Questions	Scale
1	Korean celebrities used in advertisements are attractive. Selebriti Korea yang digunakan dalam iklan terlihat menarik.	1: Sangat tidak setuju/Strongly disagree 2: Tidak Setuju/Disagree 3: Netral/Neutral 4: Setuju/Agree 5: Sangat setuju/Strongly agree
2	I consider Korean celebrities as trustworthy endorsers. Saya menganggap selebriti Korea sebagai pihak yang dapat dipercaya dalam mempromosikan produk.	1: Sangat tidak setuju/Strongly disagree 2: Tidak Setuju/Disagree 3: Netral/Neutral 4: Setuju/Agree 5: Sangat setuju/Strongly agree

No	Questions	Scale
3	Korean celebrities influence my perception of Korean brands. Selebriti Korea memengaruhi persepsi saya terhadap produk Korea.	1: Sangat tidak setuju/ Strongly disagree 2: Tidak Setuju/Disagree 3: Netral/Neutral 4: Setuju/Agree 5: Sangat setuju/Strongly agree

Appendix 6: Questioner section 4 (Product Quality)

No	Questions	Scale
1	Korean products perform well according to my expectations. Produk Korea memiliki kinerja yang sesuai dengan harapan saya.	1: Sangat tidak setuju/ Strongly disagree 2: Tidak Setuju/Disagree 3: Netral/Neutral 4: Setuju/Agree 5: Sangat setuju/Strongly agree
2	Korean products are reliable and consistent in quality. Produk Korea memiliki kualitas yang konsisten dan dapat diandalkan.	1: Sangat tidak setuju/ Strongly disagree 2: Tidak Setuju/Disagree 3: Netral/Neutral 4: Setuju/Agree 5: sangat setuju/Strongly agree

No	Questions	Scale
3	I perceive Korean products as having high overall quality. Saya menilai produk Korea memiliki kualitas yang tinggi secara keseluruhan.	1: Sangat tidak setuju/ Strongly disagree 2: Tidak Setuju/Disagree 3: Netral/Neutral 4: Setuju/Agree 5: Sangat setuju/Strongly agree

Appendix 7: Questioner section 5 (Customer Loyalty)

No	Questions	Scale
1	I consider myself a loyal customer of Korean products. Saya menganggap diri saya sebagai pelanggan yang loyal terhadap produk Korea.	1: Sangat tidak setuju/ Strongly disagree 2: Tidak Setuju/Disagree 3: Netral/Neutral 4: Setuju/Agree 5: Sangat setuju/Strongly agree
2	I would recommend Korean products to my friends and family. Saya akan merekomendasikan produk Korea kepada teman dan keluarga saya.	1: Sangat tidak setuju/ Strongly disagree 2: Tidak Setuju/Disagree 3: Netral/Neutral 4: Setuju/Agree 5: Sangat setuju/Strongly agree

No	Questions	Scale
3	I feel a strong attachment to Korean products and remain loyal to them. Saya merasa memiliki keterikatan yang kuat terhadap produk Korea dan tetap setia menggunakannya.	1: Sangat tidak setuju/ Strongly disagree 2: Tidak Setuju/Disagree 3: Netral/Neutral 4: Setuju/Agree 5: Sangat setuju/Strongly agree