

THE INFLUENCE OF BRAND AMBASSADOR CREDIBILITY ON BRAND IMAGE (CASE STUDY ON BRAND AMBASSADOR MIE SEDAAP KOREAN SPICY CHICKEN KOREAN ACTOR CHOI SIWON)

Huanggita Laurensia¹. Lusia Savitri Setyo Utami^{1*}

¹Faculty of Communication, Tarumanagara University, West Jakarta, Indonesia

Email: lusias@fikom.untar.ac.id

*Corresponding author

Submitted : July 2022, Revised : December 2022, Accepted: February 2023

ABSTRACT

Instant noodles are a food product that is easy to make and find. PT Wings Food Indonesia is a company from Mie Sedaap that follows the market trend in great demand by Generation Z. Indonesia has the second most K-Pop fans in the world after South Korea. Seeing the many levels of K-Pop fans in Indonesia, PT Wings Food Indonesia released the latest Korean-style Mie Sedaap variant. It appointed an actor from South Korea known for his reputation and positive influence named Choi Siwon as the Brand Ambassador for his newest product, Mie Sedaap Korean Spicy Chicken. The purpose of this study was to determine the influence of the credibility of Choi Siwon as a Brand Ambassador on the Brand Image of Mie Sedaap Korean Spicy Chicken. The theory applied in this test is communication, source credibility, Brand Ambassador, and Brand Image. The research population is unlimited, namely generation Z, who consumed Mie Sedaap. This research utilizes a quantitative approach with a survey method, and then data is collected through a questionnaire to 95 respondents as a sample. The results showed that the credibility of Choi Siwon as a Brand Ambassador influenced the Brand Image of Mie Sedaap Korean Spicy Chicken products by 71.8%. The visibility dimension has the most influence on the X variable. Meanwhile, the brand uniqueness dimension affected the most on Y variable.

Keywords: Instant Noodles, Source Credibility, Brand Ambassador, Brand Image, Choi Siwon

1. PREFACE

In the digital era like today, advertising has grown very varied. Various product advertisements are introduced through television, radio, posters, magazines, social media, and other media. As a result, the audience becomes more selective in choosing and buying products. One of the strategies used by manufacturers to convey product information to consumers is to utilize the services of a Brand Ambassador. Brand Ambassador is one of the credible sources that companies can use to change consumer attitudes. The strategy for using Brand Ambassador services is carried out by one of the companies making household and food products, namely PT Wings Food Indonesia with a product called Mie Sedaap Korean Spicy Chicken. Mie Sedaap Korean Spicy Chicken is the previous instant noodle dish in Indonesia whose level of spiciness can be changed according to taste and processed with spicy and savory spices. Mie Sedaap Korean Spicy Chicken is also classified as a Fast-Moving Consumer Goods product because it is often consumed and favored.

Currently, PT Wings Food Indonesia, which is a company from Mie Sedaap, is following the market trend that is in great demand by Generation Z. In 2020, the Population Census Results announced that Generation Z dominates the Indonesian population with a total of 74.93 million or 27.94% of the total population of Indonesia [1]. Generation Z consists of people born in 1996-2009. Reporting from the Galamedia News website, Indonesia has the second most K-Pop fans in the world after South Korea [2]. Seeing the many levels of K-Pop fans in Indonesia, PT Wings Food Indonesia has finally released the newest Korean-style Mie Sedaap variant. The

variant is named Mie Sedaap Korean Spicy Chicken. In 2019, PT Wings Food Indonesia appointed Choi Siwon from South Korea as the Brand Ambassador for the Korean Spicy Chicken Sedaap Noodle product.

The Super Junior member who became the star of the Korean Spicy Chicken Mie Sedaap commercial turned out to be a 2019 East Asia Pacific UNICEF Ambassador. Choi Siwon is already well-known for his reputation and positive influence. In 2015, Choi Siwon also served as the Special Ambassador of UNICEF South Korea and received a special award from UNICEF, which was reported by CNN Indonesia [3]. The following is the image and assessment of Choi Siwon according to one of the Brand Managers at PT. Wings Food Indonesia, as reported by the site liputan6.com, "We see Siwon as an inspirational and influential figure, especially for the Indonesian market. Apart from being successful in his singing, acting, and modeling careers, Siwon has also created a positive image of himself. Which we hope can bring a positive influence to young Indonesians," said Mita Ardiani as the Senior Brand Manager of Mie Sedaap [4]. Based on this basis, the formulation of the problem in this study is whether there is an influence between the credibility of Choi Siwon on the Brand Image of Korean Spicy Chicken Sedaap Noodles or not.

This research was conducted to detect whether or not there is an influence between the credibility of Choi Siwon as a Brand Ambassador on the Brand Image of Korean Spicy Chicken Sedaap Noodles. The research hypothesis that the researchers compiled, namely:

- (a) H0: There is no influence between Choi Siwon's credibility on the Brand Image of Korean Spicy Chicken Sedaap Noodles.
- (b) H1: There is an influence between Choi Siwon's credibility on the Brand Image of Mie Sedaap Korean Spicy Chicken.

Communications

Good communication between communicators and communicants is one of the elements needed by the company. The results of the communication process distributed by the communicator to the audience will have different effects or consequences depending on the method of delivery and the form of information provided by the source. Therefore, the source's high credibility greatly influences the communication process's results that are channeled to the audience. In the context of this research, the source in question is the Brand Ambassador.

Theory Of Source Credibility

Source Credibility is an essential factor needed by a company to gain trust and influence consumer opinion on brand image. One of the credible sources that companies can use to change consumer attitudes is the Brand Ambassador. PT Wings Food Indonesia appointed Choi Siwon, well-known for his excellent reputation, as their Brand Ambassador.

Brand Ambassador

Brand Ambassadors are expected to represent the company in terms of attitude, appearance, ethics, and actual values. An essential component of Brand Ambassadors lies in their clever use of advertising techniques that make clients want to buy products in bulk. Brand Ambassadors generally have a positive image to reflect the general picture of the product. Therefore, there is a significant impact on product sales [5].

Brand Image

The requirement of a strong brand is Brand Image [6]. The brand image that is framed must be clear and show its advantages when compared to its competitors. If a company already has a good Brand Image and implants a Brand Image into the personality of its buyers, the company does not need to try to find out who the customers are. With a good brand image, buyers will have a positive attitude towards the Brand and take advantage of the goods from the Brand.

2. RESEARCH METHOD

The research approach applied to this test is a quantitative approach, using survey method. The population taken in this test is Generation Z, born in 1996-2009. The calculation of this research sample is based on the number of indicators then multiplied by 5 [7]. The number of indicators in this study is 19 indicators. So, calculating the minimum sample for this study is 19×5 , which is 95 respondents.

The method applied by the author in deciding the research sample is non-probability sampling. Non-probability sampling is a procedure for obtaining samples by not providing equal freedom or opportunities to all elements or individuals from the population selected as samples [8]. Nonprobability sampling is a technique that allows researchers to freely determine which members of the population are included in the sample [9]. With the non-probability sampling technique in this study, the selection of the population is not random. It has an element of intentionality that the previous researcher has planned.

In this study, the authors collect data by utilizing two types of data, namely primary data and secondary data [10]. In this study, primary data was collected and obtained by distributing surveys with online google forms. The data collection method used a Likert scale and a questionnaire. The researcher got the secondary data collection through library books, journal articles, news articles from websites, and examples of previous research related to this research. Data processing uses the software Statistical Product and Service Solutions (SPSS) version 25. Data analysis techniques for this research are the R test, simple linear regression, and T-test. Then the data validity technique in this test uses reliability, normality, and validity tests.

3. RESULT AND DISCUSSION

The results of the data validity test for variables X and Y based on table 1. below are proven valid because $r\text{-count} > r\text{-table}$ and significance value < 0.05 .

Table 1 Validity Test Results

Variable X	R-Count	R-Table	Sig	Explanation
X1	0,566	0.2017	0.000	Valid
X2	0.773	0.2017	0.000	Valid
X3	0.674	0.2017	0.000	Valid
X4	0.707	0.2017	0.000	Valid
X5	0.772	0.2017	0.000	Valid
X6	0.740	0.2017	0.000	Valid
X7	0.757	0.2017	0.000	Valid
X8	0.664	0.2017	0.000	Valid
X9	0.800	0.2017	0.000	Valid
X10	0.821	0.2017	0.000	Valid
X11	0.723	0.2017	0.000	Valid
X12	0.553	0.2017	0.000	Valid

Variable Y	R-Count	R-Table	Sig	Explanation
Y1	0.573	0.2017	0.000	Valid
Y2	0.663	0.2017	0.000	Valid
Y3	0.814	0.2017	0.000	Valid
Y4	0.828	0.2017	0.000	Valid
Y5	0.747	0.2017	0.000	Valid
Y6	0.797	0.2017	0.000	Valid
Y7	0.712	0.2017	0.000	Valid

Source: SPSS 25 Processing Results

Reliability Test and Normality Test

The reliability test results with Cronbach's Alpha on the research statement of variable X (Credibility of Brand Ambassador Choi Siwon) is 0.907. Then, the value of Cronbach's Alpha on variable Y (Brand Image of Mie Sedaap Korean Spicy Chicken) is 0.859. So, the reliability test results are proven to be reliable because Cronbach's Alpha value is more than 0.60. So that the questionnaire in this study was proven to be reliable or trustworthy because the respondents' responses to the research questionnaire statements were stable or fixed from time to time. Then, the data were tested for normality by applying the One-Sample Kolmogorov-Smirnov Test method. Normality testing through the SPSS version 25 program is carried out to detect the data being tested is normally distributed or not. The data in the study were normally distributed if the significance value > 0.05 . The significance value in this research data was 0.150. So, the data in this study are normally distributed because $0.150 > 0.05$.

Coefficient of Determination (R Test)

Table 2 Coefficient of Determination Test Results

Model Summary ^b		
Model	R	R Square
1	.847 ^a	.718

a. Predictors: (Constant), Brand Ambassador (X)

b. Dependent Variable: Brand Image (Y)

Based on Table 2 above, it can be seen that the value of R square is 0.718 or 71.8%. These scores indicate that the independent variable X (Credibility of Brand Ambassador Choi Siwon) on the dependent variable Y (Brand Image of Mie Sedaap Korean Spicy Chicken) is 71.8% combined. In comparison, the remaining 28.2% is influenced by variable elements outside the study or the error value.

Simple Linear Regression Analysis

Simple linear regression analysis is a tool used to measure the influence between the independent variable (X) and the dependent variable (Y) [11]. The formula for the linear regression equation to measure the X variable against the Y variable is $Y = a + bX$.

Based on the calculation, the value of constant (a) is 0.862, and the variable X (Credibility of Brand Ambassador Choi Siwon) is 0.556. So, the linear regression equation is $Y = 0.862 + 0.556X$. The constant of 0.862 means that the consistency value of the Y variable (Brand Image of Korean Spicy Chicken Mie Sedaap) is 0.862. The regression coefficient of the variable X (Credibility of Brand Ambassador Choi Siwon) of 0.556 indicates that for every 1% increase in the credibility of Brand Ambassador Choi Siwon, the Brand Image of

the Korean Spicy Chicken Sedaap Noodle product increases by 0.556. The regression coefficient in this study is positive, so the current influence of the variable X on Y is positive.

T-Test

The T-test is applied with a function to determine each independent variable from the dependent variable [12]. If count > table or the significance value of t and It test; 0.05, it can be concluded that the independent variable has a significant influence individually on the dependent variable.

Table 3 T-Test Results

Coefficients ^a			
Model		t	Sig.
1	(Constant)	,436	,664
	Brand Ambassador (X)	15,392	,000

a. Dependent Variable: Brand Image (Y)

Based on Table 3 above, the significance value is $0.000 < 0.050$, which means H_0 is rejected, and H_1 is accepted. Therefore, it can be stated that the X variable (Credibility of Brand Ambassador Choi Siwon) affects the Y variable (Brand Image of Mie Sedaap Korean Spicy Chicken product). The results of the t-table are calculated by the formula, namely: $t\text{-Table } (n-k-1) = t(0.05/2 : 95-1-1) = 0.025(93) = 1.98580$. Meanwhile, the t-count value is 15.392, meaning $t\text{-count } (15.392) > t\text{-table } (1.98580)$. It can be stated that the X variable (Credibility of Brand Ambassador Choi Siwon) affects the Y variable (Brand Image of Mie Sedaap Korean Spicy Chicken products).

From the results of the analysis of respondents answers that the researchers have collected, it can be concluded that the visibility dimension has the most influence on the variable X. Visibility is the more famous a Brand Ambassador, the more products or services advertised get a lot of attention by the public and became more prevalent [13]. This can be seen from the highest percentage of respondents who answered strongly agree that Choi Siwon is an actor who is famous for his reputation and positive influence as many as 66 respondents (69.5%). As in the definition of Source Credibility theory in the book Communication and Persuasion proposed by Hovland, Janis, and Kelly, namely sources with high credibility have a more significant influence on public opinion than sources with low credibility [14]. This proves the importance of choosing a Brand Ambassador who has high credibility in influencing consumers. Meanwhile, the dimension that gets the lowest percentage strongly agrees with the X variable is the transference dimension. A total of 47 respondents (49.4%) strongly decided to eat the same product as Choi Siwon.

From the results of the respondents' answers that researchers have collected, the dimension of brand uniqueness is most affected by the Y variable. This can be proven from the percentage of responses strongly agreeing with most respondents on the statement that Mie Sedaap Korean Spicy Chicken is different from others because of the Brand Ambassador Choi Siwon. This proves that the credibility of the Brand Ambassador can influence attitudes, gain trust, attract attention, and influence consumer opinions on the Brand Image of PT. Wings Food Indonesia. Meanwhile, the dimension with the lowest percentage in the Y variable is the brand strength dimension. A total of 53 respondents (55.8%) answered strongly agree that

after watching a television advertisement starring Choi Siwon, the name of the Mie Sedaap Korean Spicy Chicken product stuck in the respondents' minds.

To strengthen the Mie Sedaap Brand Image and make Mie Sedaap products better known to the public, PT Wings Food Indonesia appointed Choi Siwon to be their Brand Ambassador. The requirement of a strong brand is Brand Image [15]. If a company already has a good Brand Image and implants a Brand Image into the personality of its buyers, the company does not need to try to find out who the customers are.

With a good brand image, buyers will have a positive attitude towards the Brand and take advantage of the goods from the Brand. This is evidenced from the questionnaire results on the brand uniqueness dimension that respondents have no reason not to buy Mie Sedaap Korean Spicy Chicken because only Mie Sedaap has a variant of Korean Spicy Chicken flavor.

The purpose of PT. Wings Food Indonesia appointed Choi Siwon as the new face of their company to improve the image of Mie Sedaap products while influencing consumers to buy and try their new products from advertisements on television starring Choi Siwon. As said by M. Anang Firmansyah, for companies, Brand Ambassadors can influence customers to buy products [16]. Therefore, a credible Brand Ambassador is significant in driving product sales. So that PT. Wings Food Indonesia competes in attracting Choi Siwon, who has high credibility, a positive image, and characteristics that match the Mie Sedaap brand to become the Brand Ambassador for Mie Sedaap Korean Spicy Chicken. Thanks to Choi Siwon, who is the newest Brand Ambassador of PT. Wings Food Indonesia, many foreigners and overseas fans of Choi Siwon bought and tried the Mie Sedaap Korean Spicy Chicken. This is evident from the questionnaire results on the transference dimension; respondents are interested in trying Mie Sedaap Korean Spicy Chicken and want to eat the same product after seeing Choi Siwon eating Mie Sedaap Korean Spicy Chicken. So, based on the results of the analysis and discussion above, it can be concluded that the credibility of Brand Ambassador Choi Siwon influences the Brand Image of Korean Spicy Chicken Mie Sedaap products.

4. CONCLUSIONS AND RECOMMENDATIONS

The results showed that the credibility of Brand Ambassador Choi Siwon influenced the Brand Image of the Mie Sedaap Korean Spicy Chicken product. Based on the T-test results, the significance value is $0.000 < 0.050$, which means H_0 is rejected, and H_1 is accepted, so it can be stated that the credibility of Brand Ambassador Choi Siwon affects the Brand Image of the Korean Spicy Chicken Sedaap Noodle product. The visibility dimension is the most influential dimension on the Brand Ambassador Choi Siwon's Credibility variable. The dimension most affected by the Brand Image variable for Mie Sedaap Korean Spicy Chicken is the brand uniqueness dimension. In this study, most respondents who participated were female respondents (57.9%). However, judging by the number of male respondents (42.1%) who became respondents in this study, it shows that many men are also interested and know about Choi Siwon apart from women.

Based on the research results carried out by the researcher, the researcher suggests looking for other factors and dimensions so that differences and other influences can be seen in conducting similar research. The use of different dependent variables can also help further researchers expand the topic. Then, the researcher suggests that Mie Sedaap Korean Spicy Chicken can increase the stock of Mie Sedaap Korean Spicy Chicken packaging, which has a Collectible Photocard Choi Siwon in it. It will encourage purchases and make the Mie Sedaap

Brand better known to the outside community by purchasing and exchanging Choi Siwon's Collectible Photocard, which is also done by foreign fans. Based on the results of a simple linear regression test, Choi Siwon, in becoming a Brand Ambassador of Mie Sedaap Korean Spicy Chicken, can influence the Brand Image of Mie Sedaap Korean Spicy Chicken products in a positive direction. However, it would be better if Mie Sedaap added a new Brand Ambassador to touch the Generation Z market segment who doesn't like K-Pop without eliminating Choi Siwon as Mie Sedaap's main Brand Ambassador.

ACKNOWLEDGMENT

Thank you to the related parties who supported the completion of this research.

REFERENCES

- A. M. Immaculata and L. S. S. Utami, "Pengaruh Popularitas Brand Ambassador NCT 127 terhadap Minat Beli Produk Nu Green Tea oleh Konsumen," *Prologia*, 5(2), 261–266, 2021. DOI: <https://doi.org/10.24912/PR.V5I2.10169>
- D. H. Jayani, "Proporsi Populasi Generasi Z dan Milenial Terbesar di Indonesia," Databoks, 2021. DOI: <https://databoks.katadata.co.id/datapublish/2021/05/24/proporsi-populasi-generasi-z-dan-milenial-terbesar-di-indonesia>
- D. Mutiah, "Choi Siwon Jadi Brand Ambassador Mi Instan asal Indonesia," *Liputan 6*, 2019. DOI: <https://www.liputan6.com/lifestyle/read/4053393/choi-siwon-jadi-brand-ambassador-mi-instan-asal-indonesia>
- E. J. Kosasih, Y. Setianti, and U. Wahyudin, "Pengaruh Kredibilitas Petugas Terhadap Sikap Kepatuhan Pasien Tuberkulosis Pada Pemeriksaan Dahak," *Jurnal Kajian Komunikasi*, 5(1), 1–10, 2017. DOI: <https://doi.org/10.24198/JKK.V5I1.8480>
- G. P. Ramadhanty, "Pengaruh Brand Ambassador Terhadap Keputusan Pembelian (Survei Pada Penggemar Boyband EXO Sebagai Brand Ambassador Nature Republic)," *Skripsi Thesis, Institutional Repository UIN Sunan Kalijaga Yogyakarta*, 2020.
- I. Imron, "Analisa Pengaruh Kualitas Produk Terhadap Kepuasan Konsumen Menggunakan Metode Kuantitatif Pada CV. Meubele Berkah Tangerang," *Indonesian Journal on Software Engineering (IJSE)*, 5(1), 19–28, 2019. DOI: <https://doi.org/10.31294/ijse.v5i1.5861>
- M. Khafid, "Strategi Bersaing Dalam Meningkatkan Jumlah Pelanggan: Studi kasus pada Perusahaan Otobus Al-Mubarak Malang," *Undergraduate Thesis, Universitas Islam Negeri Maulana Malik Ibrahim*, 2015. DOI: <http://etheses.uin-malang.ac.id/1670/>
- M. S. Permana and J. O. Haryanto, "Pengaruh Country of Origin, Brand Image Dan Persepsi Kualitas Terhadap Intensi Pembelian," *Jurnal Manajemen Untar*, 18(3), 112392, 2014a. DOI: <https://doi.org/10.0/CSS/ALL.CSS>
- M. S. Permana and J. O. Haryanto, "Pengaruh Country of Origin, Brand Image Dan Persepsi Kualitas Terhadap Intensi Pembelian," *Jurnal Manajemen Untar*, 18(3), 112392. 2014b. DOI: <https://doi.org/10.0/CSS/ALL.CSS>
- Misri and Y. Sasmita, "Pengaruh Brand Ambassador Dan Brand Image Terhadap Keputusan Pembelian Pada Handphone OPPO (Studi Kasus Pada Mahasiswa Fakultas Ekonomi)," *Jurnal Universitas Islam Sumatera Utara Medan*, 58–66, 2019.
- N. Nanincova, (2019). "Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan Noach Cafe and Bistro," *Agora*, 7(2), 2019. DOI: <https://publication.petra.ac.id/index.php/manajemen-bisnis/article/view/8734>

- R. G. Sandi, “Pengaruh Bauran Pemasaran (Promotion Mix) Terhadap Keputusan Pembelian Rokok A-Mild pada Mahasiswa Fakultas Ekonomi Uma,” 2015. DOI: <http://repository.uma.ac.id/handle/123456789/393>
- S. R. Fadilah, “5 Negara Ini Ternyata Masuk dalam Daftar Penggemar K-Pop Terbanyak di Dunia, Indonesia Termasuk?” Galamedia News, 2021. DOI: <https://galamedia.pikiran-rakyat.com/humaniora/pr-351754727/5-negara-ini-ternyata-masuk-dalam-daftar-penggemar-k-pop-terbanyak-di-dunia-indonesia-termasuk>
- Tim CNN Indonesia, “Siwon Super Junior Jadi Duta UNICEF Asia Timur Pasifik,” 2019. DOI: <https://www.cnnindonesia.com/hiburan/20191112105510-234-447574/siwon-super-junior-jadi-duta-unicef-asia-timur-pasifik>
- W. O. Z. Muizu, S. N. Evita, and D. Suherman, “Disiplin Kerja dan Pengaruhnya terhadap Kinerja Pegawai Negeri Sipil,” *PEKBIS (Jurnal Pendidikan Ekonomi Dan Bisnis)*, 8(3), 172–182, 2016. DOI: <https://pekbis.ejournal.unri.ac.id/index.php/JPEB/article/view/3633>
- Y. A. Saputra, “Pengaruh Kredibilitas Endorser Raisa Terhadap Minat Beli Konsumen Pada Iklan Pond’s White Beauty (Studi Kasus Pada Mahasiswi FE UII),” *Jurnal Universitas Islam Indonesia*, 2016, DOI: <https://dspace.uui.ac.id/handle/123456789/1785>