# The Influence Of Product Placement and Brand Awareness Of Kopiko In Korea Dramas On The Buying Interest Of Gen Z In Medan Selayang District

**M. Rizky[1], Nindya Yunita[2], Dahrul Siregar[3]**

[123]Management Study Program, Faculty of Economics and Business, Medan Area University, Indonesia

e-mail: [1]rizkymhd12@gmail.com , [2]nindyayunita@staff.uma.ac.id , [3]Dahrul@staff.uma.ac.id

### ABSTRACT

*This study aims to test the effect of Product Placement and Brand Awareness Kopiko in Korean dramas on Gen Z Purchase Interest in Medan Selayang District. This study uses a quantitative method with an associative approach. The population in this study was 28,662 people. With a research sample using the Slovin formula totaling 100 respondents. The data analysis technique used multiple linear regression with the SPSS 25 program. With the results of the study. (1) Product Placement, has a positive and significant effect on Purchase Interest. This can be seen from the significant value (0.001) < from 0.05 and t-count (3.388) > compared to t-table (1.984), (2) Brand Awareness has a positive and significant effect on Purchase Interest. This can be seen from the significant value (0.009) < 0.05 and t-count (2.652) compared to t-table (1.984), (3) that Product Placement and Brand Awareness simultaneously are significant to Purchase Interest can be seen from F-count (13.369) > F-table (3.09) and the level of significance (0.000) < 0.05.*

**Keywords:** *Product Placement, Brand Awareness, Purchase Interest*

## I.    INTRODUCTION

In today's digital age, the world's growth and technological advancements require businesses to strive to sell their goods at all costs. In addition to selling the necessary goods, companies also strive to sell their brand in a way that makes a wide audience recognize their brand. Businesses must try to adjust to different types

of consumers in the market, especially in the current era, they must be able to create effective marketing communications to understand the needs and behavior of diverse consumers.

Purchase intention, or a respondent's propensity to act prior to reaching a purchase choice, is one component of consumer behavior in the attitude to consume. It is crucial to measure client purchase intention in order to determine if customers will stick with a product or service or switch. Customers will consider repurchasing goods or services if they are pleased and content with their purchase. (Putri Sari, 2020). Interest is demonstrated when a consumer expresses interest in a product by looking for more details. referred to as interest. As a consumer's curiosity and curiosity are piqued, they will be encouraged to learn more, acquire confidence in the facts they have learned, and weigh the potential hazards.

One of the advertising media that is widely used to market products and brands is television. According to Belch & Belch (2018) By presenting a product in a way that makes its existence appear to be a part of the film's plot, product placement can help promote a product or service more effectively. Products are positioned to prevent viewers from zipping—fast-forwarding past ads while viewing movies or TV series on videotape—and zapping—switching channels to escape commercials. advertisements during a VHS viewing of a film or television program). Product placement is essentially the same as sponsorship, with the exception that the term "sponsorship" is used in the advertisement for a future film or television program rather than in the actual film or television program. Sponsorship is more expensive than employing product placement because it highlights a particular product throughout the film and events in which it takes part. positioning of the merchandise. (Purnomo,2015)

According to Firmansyah (2023) One of the main objectives in marketing communication is brand awareness. A high level of brand awareness is expected when the need for a brand category reappears from memory, which is then used as a consideration in the decision-making process. Brand awareness refers to the degree to which a brand is ingrained in people's memories, portrayed in their minds, and able to elicit recognition of different brand components (such as name, logo, symbol,

character, packaging, and slogan) in a variety of contexts. The goal of brand awareness is to differentiate a product or brand from competitors so that consumers would value it when making a purchase.

Previously, the researcher had conducted a pre-survey of 30 respondents regarding kopiko products in Korean dramas. By distributing questionnaires. From the results of the presurvey, it can be concluded that respondents already knew Kopiko products before and had seen them in Korean dramas did not make consumers buy Kopiko products, although there were some who bought after seeing Kopiko products in Korean dramas.

Korean dramas are currently very popular in the current generation and many companies take the opportunity to market their brands in them. An example is kopiko products that include their products in Korean dramas. Based on the data above, there is a problem where consumers already know Kopiko products before they are in Korean dramas and consumers are not interested in buying even though they see Kopiko advertisements in Korean dramas. This problem is a problem where the product placement carried out by Kopiko in Korean dramas has not been thorough in brand awareness to consumers who make consumers' buying interest in Kopiko.

Based on the description above, this study focuses on "The Effect of Product Placement and Brand Awareness of Kopiko in Korean Dramas on Gen Z Buying Interest in Medan Selayang Sub-District".

## II.    LITERATURE REVIEW

### Definition of Purchase Intention

According to Frans sudiro (2018), "One of the psychological factors that significantly affects behavioral attitudes is interest, which also serves as a source of motivation that guides an individual in their actions". According to Kotler and Keller, (2018) "The desire to purchase or select products based on prior experiences selecting, utilizing, and consuming a product, or even desiring a product, is known as consumer buying interest."

According to Saputra et al., (2018) defines purchase intention as consumer's tendency to buy a brand or take action actions related to purchasing decisions as measured by the level of the likelihood of consumers making purchases.

**Definition of Product Placement**

According to Belch & Belch, (2018) said product placement strategies to increase the promotion of both products and services, as if the presence of the product is part of a movie or television program. the product is part of the story of a film or television program. Meanwhile, according to Andina et al., (2021) said that product placement is advertising and product promotion through sponsorship on television. This includes the placement of certain brand names, products, packaging, and logos in movies or television shows. or television shows. Therefore, it is expected to attract audience reactions to product, brand and incentive to buy awareness.

**Definition of Brand Awareness**

According to Aaker, (2018) says Brand awareness is the ability of customers to distinguish and recall certain brands in certain categories of goods. Meanwhile, according to Suciningtyas, (2012) says Brand awareness is one of the important factors that influence consumer decisions to buy goods. The purpose of brand awareness is to make an item or brand different from others, so that it has a value that buyers can consider when they make a purchase.

## III.   METHODS

Quantitative techniques with an associative approach are used in this kind of study. The associative research approach is employed in this study to determine the degree to which variable X (the independent variable)—which is made up of Product Placement (X1) and Brand Awareness (X2)—influences variable Y (the dependent variable), which is buying interest, both separately and concurrently. The place of this research was carried out in Medan Selayang District. The population of this study involved all residents of Medan Selayang sub-district aged between 12 and 27 years, a total of 28,662 people. in addition, the Slovin formula above shows
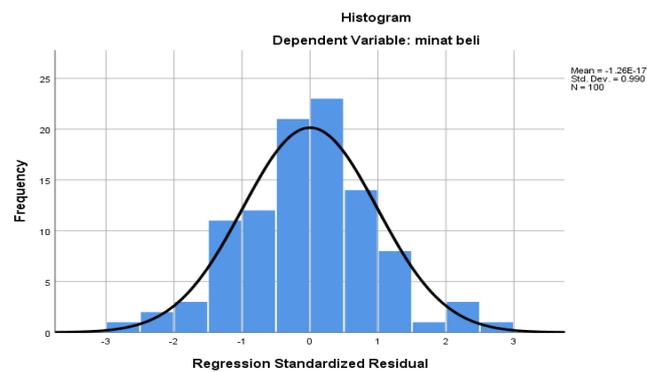
that the number of research samples is 100 respondents. Multiple linear regression analysis using SPSS was used for data analysis in this study.
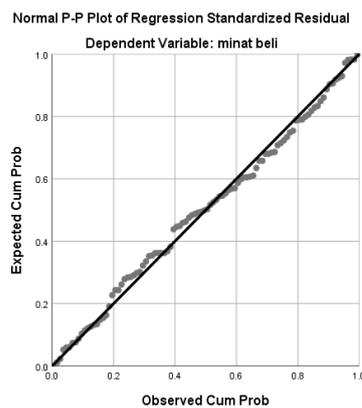
## IV.    RESULTS
### Classical Assumptions

## 1.  Normality Test

## a. Histogram Approach



The bell-shaped distribution of data in the above graphic indicates that the variables are normally distributed, meaning they do not stray to the left or right.

### b.   Normal P-P Plot Graph Approach



The figure above shows that in the figure the points that follow the data are seen along the diagonal line. This indicates that the research residuals are normal. However, to further ensure that along the diagonal line is normally distributed, the Kolmogorof-smirnov test is carried out.

## C.  Kolmogorov-Smirnov Approach

**One-Sample Kolmogorov-Smirnov Test**

|  |  | Unstandardized Residual |
|---|---|---|
| N |  | 100 |
| Normal Parameters[a,b] | Mean | .0000000 |
|  | Std. Deviation | 2.88315725 |
| Most Extreme Differences | Absolute | .049 |
|  | Positive | .049 |
|  | Negative | -.048 |
| Test Statistic |  | .049 |
| Asymp. Sig. (2-tailed) |  | .200[c,d] |

The aforementioned table indicates that the normalcy assumption is satisfied since the Asymp. Sig. (2-tailed) value is 0.200 and higher than the significance level, which is 0.05 (0.200> 0.05). Therefore, it is possible to conclude that the data is normally distributed based on the test requirements.

**2. Multicollinearity Test**

**Coefficients[a]**

| Model | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. | Collinearity Statistics Tolerance | Collinearity Statistics VIF |
|---|---|---|---|---|---|---|---|
| 1 (Constant) | 10.437 | 2.857 |  | 3.653 | .000 |  |  |
| product placement | .378 | .112 | .321 | 3.388 | .001 | .902 | 1.108 |
| brand awareness | .212 | .080 | .251 | 2.652 | .009 | .902 | 1.108 |

a. Dependent Variable: minat beli

It is evident from the preceding table that all independent variables have tolerance values greater than 0.1 and VIF values less than 10. Thus, it can be concluded that multicollinearity issues do not exist in the data in this study.

**3. Heteroscedasticity Test**



Scatterplot
Dependent Variable: minat beli
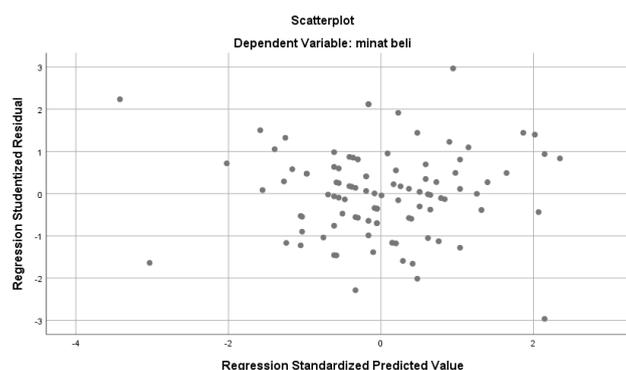
According to the graph technique, there is no heteroscedasticity because the above figure shows no discernible pattern and the dots are dispersed above and below the number 0 on the Y axis.

**Hypothesis Test Results**

**Test t (Partial Test)**

The t-test is conducted to partially test whether Product Placement and Brand Awareness partially or each have an effect on Purchase Intention To test this hypothesis, it is done by comparing tcount with ttable with the following conditions:

H0 is accepted, if tcount ≤ ttable or sig t ≥ α (0.05)

 H1 is accepted, if tcount> ttable or sig t < α (0.05)

It is known, to find the t table as follows:

Probability = 5% or (0.05)

df = $n - k - 1$

df = 100 - 2 - 1

df = 97

ttable = probability X df

 ttabel = 0.05 X 97

 So, we get ttabel = 1.984

**Coefficientsª**

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 (Constant) | 10.437 | 2.857 | | 3.653 | .000 | | |
| product placement | .378 | .112 | .321 | 3.388 | .001 | .902 | 1.108 |
| brand awareness | .212 | .080 | .251 | 2.652 | .009 | .902 | 1.108 |

a. Dependent Variable: minat beli

1.  Product Placement variables have a significant effect on Purchase Intention. This can be seen from the significant value (0.001) <0.05 and t-count (3.388)> compared to t-table (1.984).

2.  Brand Awareness variable has a significant effect on Purchase Intention, this can be seen from the significant value (0.009) < 0.05 and t-count (2.652) > compared to t-table (1.984).

**F test (simultaneous)**

This test is conducted to see together or simultaneously the effect of the independent variables Product Placement and Brand Awareness on the dependent variable employee performance.

It is known, to find the F table as follows

Probability = 5% or (0.05)

df 1 = $k$

df 2 = $n - k - 1$

F table = probability X (df 1) X (df 2)

F table = 0.05 X 2 X 97

So, we get F table = 3.09

**ANOVAª**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 226.843 | 2 | 113.422 | 13.369 | .000ᵇ |
| | Residual | 822.947 | 97 | 8.484 | | |
| | Total | 1049.790 | 99 | | | |

a. Dependent Variable: minat beli

b. Predictors: (Constant), brand awareness, product placement

With a significance level of 0.000, the F-count value is 13,369, as seen in the above table. at the 95% confidence level ($\alpha$ = 0.05) F-table is 3.09. As a result, both computations demonstrate that the simultaneous influence of independent variables (Product Placement and Brand Awareness) on Purchase Intention is significant, with F-count> F-table and the level of significance (0.000) <0.05.

**Test Coefficient of Determination (R2)**

**Model Summary^b**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .465^a | .216 | .200 | 2.913 |

a. Predictors: (Constant), brand awareness, product placement

b. Dependent Variable: minat beli

As can be seen from the above table, the Adjusted R Square value of 0.200 indicates that Product Placement and Brand Awareness account for 20% of employee buying interest, with other factors not included in this study accounting for the other 80%.

**The Effect of Product Placement on Purchase Intention**

The Product Placement variable significantly and favorably influences purchasing interest, according to the t test. The significant value (0.001) <0.05 and t-count (3.388)> in comparison to the t-table (1.984) demonstrate this. Consequently, H1 is approved and Ho is refused. This indicates that the buying interest will rise by 0.378 for every unit increase in the Product Placement variable.

Based on the respondents' answers regarding Product Placement, it is known that most of them answered in the agree category. This shows that Product Placement is good enough. Most respondents agree that the strategy carried out by Kopiko products is to use advertisements in Korean dramas such as from striking displays, mentions and spoken tones. However, some respondents did not agree because as for the Korean drama, they already knew about Kopiko products in advance and were familiar with Kopiko products. For this reason, this kopiko product should strengthen its marketing in various circles, because not everyone watches Korean dramas.

This research is in line with research conducted by research (Villa & Utami, 2023) saying Product Placement has a positive and significant effect on buying interest. Most of the majority of respondents are women, in line with this study, the majority of whom are also women. In his research, besides women, there are many men who are interested and know about product placement in Korean dramas.

**The Effect of Brand Awareness on Purchase Intention**

The findings demonstrate that purchase intention is significantly and favorably impacted by the Brand Awareness variable. The X2 variable indicates that the tcount> ttable value is 2.652> 1984 and the significance is 0.009 <0.05, according to the t test results. This demonstrates the validity of the theory. In this manner, Kopiko products' brand awareness increases respondents' familiarity with and desire for information about Kopiko products.

Based on respondents' answers regarding brand awareness, it is known that most respondents answered in the agree category. This shows that respondents feel that the brand awareness of Kopiko products is quite good. Brand awareness of Kopiko products is very good, it can be seen from the loyalty to Kopiko products, very high interest in Kopiko products, recommending to friends, and being able to distinguish Kopiko products from similar candies. In addition, respondents were already familiar with copiko products from advertisements in Korean dramas.

This research is in line with Rohma's research, (2023) Based on the results of statistical analysis, it can be concluded that brand awareness has a positive and partially significant effect on the purchase intention of Scarlett products in Today's Webtoon Drama among Unisma undergraduate students. This statement is confirmed by the results of the calculated t value of 2.886> 1.988 t table value with a significance value of 0.005 <0.05.

**The Effect of Product Placement and Brand Awareness on Purchase Intention**

With a significance level of 0.000, the F-count value is 13,369 from the data. at the 95% confidence level ($\alpha$ = 0.05) F-table is 3.09. As a result, both computations demonstrate that the simultaneous influence of independent variables (Product Placement and Brand Awareness) on Purchase Interest is substantial, with F-count> F-table and the level of significance (0.000) <0.05. This is in line with research conducted by Faragita et al., (2022) said that Product Placement and Brand Awareness partially and simultaneously have a positive and significant effect on consumer buying interest in Kopiko candy.

Based on the respondents' answers regarding buying interest, it is known that most of them answered in the agree category. This shows that respondents are interested in the kopiko products featured in Korean dramas, respondents will buy in the near future, share experiences and recommend, and not turn to other candies. However, it does not rule out the possibility that respondents will move to other candies if there are innovations from competing products.

From the results of this study, it is said that Product Placement and Brand Awareness have an important role in increasing Purchase Intention as seen from partial tests and simultaneous tests. Where respondents gave a positive response regarding the influence of the variables Product placement (X1) and Brand Awareness (X2) on buying interest (Y).

## V.   CONCLUSION AND SUGGESTION

Based on the results of the analysis and discussion that has been carried out in this study, the researchers draw the following conclusions:

1. Based on the partial test, Product Placement has a positive and significant effect on Purchase Intention. This means that Ho is rejected and H1 is accepted.

2. Based on partial tests that Brand Awareness has a positive and significant effect on Purchase Intention. Means Ho is rejected and H1 is accepted.

3. Based on the simultaneous test Product Placement and Brand Awareness have a simultaneous effect on buying interest.

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