

# Analisis Pengaruh Strategi Product Placement dalam Drama Korea Business Proposal terhadap Purchase Intention: Studi pada Merek Goobne = Analysis of the Effect of Product Placement Strategy in the Korean Drama "Business Proposal" on Purchase Intention: A Study on Goobne Brand

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## Abstrak

Penelitian ini dilakukan untuk mengetahui apakah ada pengaruh dari product placement (yang terdiri dari audience involvement dan celebrity worship) terhadap purchase intention yang dimediasi oleh brand awareness dan perceived product quality. Sampel yang digunakan merupakan penonton drama Business Proposal berusia 18-34 tahun, sadar akan merek Goobne yang muncul dalam drama tersebut, dan berdomisili di Indonesia. Pengambilan sampel dilakukan secara online melalui kuesioner berbentuk Google Form dan berhasil mengumpulkan data sebanyak 205 orang setelah melalui tahap screening. Data yang sudah terkumpul diolah menggunakan metode Structural Equation Modeling (SEM) menggunakan software Smart PLS-SEM. Hasil penelitian menunjukkan adanya pengaruh signifikan antara audience involvement yang terdiri dari emotional involvement dan referential reflection terhadap purchase intention yang dimediasi oleh celebrity worship, brand awareness, dan perceived product quality, kecuali pada entertainment-social (bagian dari celebrity worship) yang ditemukan tidak memiliki pengaruh signifikan terhadap variabel lainnya.

.....This research was conducted to determine whether there is an effect of product placement (which consists of audience involvement and celebrity worship) on purchase intention which is mediated by brand awareness and perceived product quality. The sample used is audience of the drama Business Proposal aged 18-34 years, aware of the Goobne brand that appears in the drama, and domiciled in Indonesia. Sampling was carried out online through a questionnaire in the form of a Google Form and managed to collect data on 205 people after going through the screening stage. The data that has been collected is processed using the Structural Equation Modeling (SEM) method using the Smart PLS-SEM software. The results showed that there was a significant influence between audience involvement which consisted of emotional involvement and referential reflection on purchase intention which was mediated by celebrity worship, brand awareness, and perceived product quality, except for entertainment-social (part of celebrity worship) which was found to have no effect significant to other variables.