Research Article

The Influence of K-Pop Idol Brand Ambassadors, FOMO Phenomenon, and Consumer Loyalty on Purchase Intention: A Case Study of the Barenbliss × Hearts2Hearts Collaboration

Yasmina Hanafiah[1*], Tanti Sugiharti[2], Ria Wulandari[3]

[1-3] Management Study Program, Kasih Bangsa School of Economics, Indonesia
* Corresponding Author: e-mail : yasmienahanafiah@gmail.com

Abstract: This study aims to analyze the influence of Brand Ambassador, the Fear of Missing Out (FOMO) phenomenon, and Consumer Loyalty on Purchase Intention toward Barenbliss x Hearts2Hearts collaborative products. The research adopts a quantitative approach using a survey method to obtain primary data. A total of 100 respondents were selected through purposive sampling, consisting of users or potential users of Barenbliss cosmetic products as well as fans of Hearts2Hearts who are familiar with the collaboration. Data were collected through structured questionnaires designed to measure perceptions of the Brand Ambassador, the level of FOMO experienced by consumers, consumer loyalty, and their intention to purchase the products. The collected data were analyzed using multiple linear regression analysis supported by classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, with the assistance of SPSS version 29. The results of the analysis reveal that Brand Ambassador (X1), FOMO Phenomenon (X2), and Consumer Loyalty (X3) each have a positive and significant effect on Purchase Intention (Y), indicating that all partial hypotheses are accepted. This finding suggests that the presence of an influential brand ambassador, consumers' fear of missing out on popular products, and strong loyalty toward the brand play important roles in shaping purchase intention. Furthermore, the simultaneous test results demonstrate that the three independent variables collectively have a positive and significant effect on Purchase Intention toward Barenbliss x Hearts2Hearts products. Therefore, the simultaneous hypothesis is also accepted, confirming that the integration of these factors effectively drives consumer purchase intention.

Keywords: Brand Ambassador; Consumer Loyalty; FOMO; Hearts2Hearts; Purchase Interest
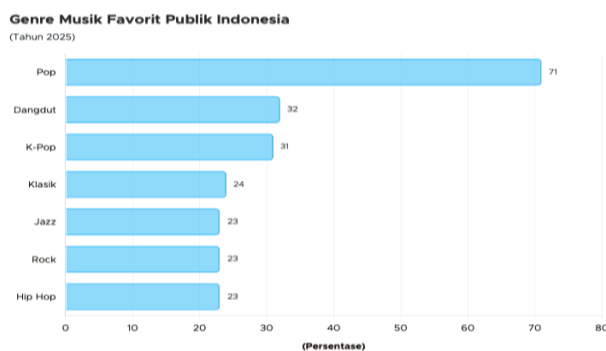
1. Introduction

The development of technology in product promotion has progressed rapidly and has significantly transformed the patterns of interaction between companies and their consumers (Hidayati & Sulistiyani, 2025). In its early stages, social media functioned primarily as a space for sharing daily activities; however, it has evolved into a strategic platform for marketing activities. Platforms such as Instagram, TikTok, and Twitter have amassed vast numbers of users, making them primary channels for companies to reach target audiences more precisely based on interests, behaviors, and demographic characteristics (Kasih et al., 2024). Digital advancement, commonly referred to as the era of digitalization, enables closer two-way interactions that are increasingly data-driven. This shift not only influences corporate strategies in promoting products and services but also reshapes the relationship between brands and consumers (Firdaus et al., 2025). In light of this transformation, branding strategies play a crucial role in shaping consumer behavior. A brand-centric approach is able to strengthen brand identity through continuous and sustained interactions with consumers and fan communities (Sugiharti & Amelia, 2025).

Figure 1. Global K-Pop Music Market Share Chart
Sumber: (https://goodstats.id)

Based on statistical data from Datalokal.com, Indonesia is recorded as one of the leading global markets for K-pop music, accounting for 18.47% of the total global market according to the 2024 Chartmetric report. This phenomenon demonstrates the high level of interest among Indonesian audiences in K-pop. Such interest extends beyond the entertainment sector and increasingly influences consumption patterns and purchasing behavior. Collaborations between K-pop idols and various brands have been shown to enhance brand trust and strengthen a positive product image among fans. This, in turn, has a significant impact on increasing consumers' purchase intention, as purchasing decisions are often driven by emotional attachment and the desire to support the idols they admire.

Figure 2. Favorite Music Genre Chart in Indonesia.
Sumber (https://goodstats.id)

According to a Jakpat survey cited by GoodStats (goodstats.com), pop music is considered the most widely accepted genre among the general public, followed by K-pop, which ranks third with a percentage of 31%. This finding indicates that K-pop holds strong appeal among consumers. Beyond its musical popularity, this trend illustrates how popular culture influences and shapes consumer behavior. The emotional closeness between fans and K-pop idols generates psychological motivation to purchase products associated with their idols as a form of support and self-identification. Consequently, collaborations between brands and K-pop idols represent a highly targeted marketing strategy for enhancing consumers' purchase intention. Fans do not purchase products solely based on their functional value, but also due to the symbolic and emotional meanings attached to them. Accordingly, the growing number of K-pop fans in Indonesia contributes to the increasing purchase intention toward various collaborative products and merchandise involving K-pop figures. This phenomenon has also extended its influence across multiple industrial sectors, including the beauty industry, where aesthetic standards and makeup styles introduced by K-pop idols serve as inspiration for Indonesian consumers.

Along with the advancement of digital marketing strategies, the beauty industry has also undergone significant transformation. Rapidly changing makeup trends encourage women to adapt in order to express and affirm their own perceptions of beauty. However, confidence-enhancing beauty is derived not only from makeup but also from self-care practices, which have become an essential concern (Surianto & Valentina, 2024). One of the relatively recent innovations in the cosmetic industry within the Indonesian market is the emergence of the Barenbliss brand on August 25, 2021. The brand was founded by a Korean makeup professional, Kim Jina, who has over a decade of experience in the beauty industry and has

collaborated with several high-profile artists (Surianto & Valentina, 2024). According to Wikipedia (2025), from a terminological perspective, the name Barenbliss carries a philosophical meaning that reflects the brand's orientation, namely bare essentials, no harm, and bliss moments. The presence of Barenbliss signifies developments in global cosmetic trends that increasingly emphasize product safety, quality, and consumers' emotional experiences in the use of beauty products.

To strengthen brand image and convey its philosophical values, companies also utilize the role of brand ambassadors. A brand ambassador is defined as a corporate identity that serves as a marketing tool. Typically, a public figure with broad influence is then selected by a particular company to represent their brand image, values, and identity (Hidayati & Sulistiyani, 2025). This plays a role in marketing a product that can create emotional attachments with consumers and increase brand credibility. Companies choose brand ambassadors with many considerations in terms of credibility, brand suitability, and attractiveness in attracting customer attention (Ainurzana & Jemadi, 2023). Research conducted by Surianto & Valentina (2024) has examined the influence of Beby Tsabina as a brand ambassador and price on purchasing decisions for Barenbliss products. The study found that brand ambassadors have a significant influence on Barenbliss purchasing decisions, price has a significant influence on Barenbliss purchasing decisions, and brand ambassadors and price simultaneously have a significant influence on purchasing decisions.

According to Adminpeoplenesia (2025), after considering various strategic aspects, Barenbliss appointed Hearts2Hearts as its brand ambassador in Indonesia on July 16, 2025. Hearts2Hearts, characterized by its youthful energy and distinctive group style, aligns closely with Barenbliss's brand philosophy of "Joyful Clean Beauty" as well as its core values of Bare Essentials, Nature Inspired, and Bliss Moments. The Barenbliss × Hearts2Hearts collaboration represents a promotional strategy that effectively leverages market segmentation, given that K-pop fans possess well-defined characteristics and demonstrate a high level of loyalty. The involvement of idols in this collaboration not only expands market reach but also enhances emotional connectivity between consumers and the product. The Barenbliss × Hearts2Hearts campaign also implemented highly engaging digital marketing strategies by offering exclusive visual content, such as limited-edition photocards. This approach successfully captured fans' attention, strengthened consumer engagement with the brand, and encouraged sustained emotional attachment to the brand (Lusianna & Hadi, 2023).

Digital marketing in modern business has become a vital instrument because its results are more effective than traditional marketing methods. By targeting consumers specifically based on demographics and interests, companies can deliver more relevant and targeted promotions. This digital-based strategy increases opportunities and strengthens consumer loyalty (Chaidir & Irawan, 2024). Consumer loyalty can be defined as a consumer's commitment to continue making repeat purchases of a brand or product. Even though new products are increasingly available, this does not change the situation that has the potential to change consumer behavior (Prihandini & Hadi, 2021). In a study conducted by Sinambela & Siregar (2025) which aimed to determine the influence of Korean brand ambassadors and customer loyalty on purchasing decisions among Shopee users, it was also stated that consumer loyalty is a crucial factor driving purchasing decisions. The study concluded that Korean brand ambassadors and consumer loyalty significantly influence purchasing decisions, both viewed partially and simultaneously. This study addresses a topic that has not been widely researched before: the variables of K-Pop idol brand ambassadors, FOMO, and consumer loyalty on purchasing intention.

In contemporary marketing, promotional strategies involving K-pop idols such as the collaboration between Barenbliss and Hearts2Hearts possess a distinctive appeal that extends beyond stimulating short-term purchase intention to fostering sustained relationships between brands and consumers. This phenomenon is evident in fans' tendency to engage in repeated purchasing, driven both by emotional attachment to idols and by the desire to remain aligned with prevailing trends. One promotional strategy implemented by Barenbliss involves providing a photocard with each purchase of its lip products. However, these photocards are distributed randomly, meaning that consumers are not guaranteed to receive their desired photocard in a single purchase. As a result, consumers often make repeated purchases until they complete their desired collection, reflecting a high level of brand loyalty.

This behavior is further reinforced by the phenomenon of FOMO (Fear of Missing Out), which can be understood as an individual's anxiety or concern about being left behind in terms of information, trends, or experiences currently enjoyed by others. Consumers may feel apprehensive about missing trends or losing the opportunity to own products associated with

their favorite idols. Research conducted by Pramudiani & Leon (2024) demonstrates that FOMO has a significant influence on consumers' purchase intention toward products endorsed by social media influencers. Within this context, the collaboration between Barenbliss and Hearts2Hearts serves as a concrete example of how FOMO operates in a more complex manner. The brand not only capitalizes on the popularity of its brand ambassadors but also strategically leverages social dynamics within K-pop fan communities to encourage repeated purchasing behavior. By offering limited-edition Hearts2Hearts photocards, the collaboration activates FOMO as a mechanism to enhance purchase intention while simultaneously strengthening long-term consumer loyalty.

Based on the above description, it can be concluded that the development of digital marketing and K-Pop culture has shaped consumer behavior patterns that are increasingly influenced by emotional attachment, loyalty, and psychological drives such as the FOMO phenomenon. Cosmetic brand collaborations with K-Pop idols, such as the Barenbliss x Hearts2Hearts collaboration, show that the use of relevant brand ambassadors, promotional strategies that trigger the FOMO phenomenon, and fan loyalty can significantly increase consumer purchasing interest. This study aims to analyze the influence of K-Pop idol brand ambassadors, the Fear of Missing Out (FOMO) phenomenon, and consumer loyalty on purchasing interest in Barenbliss x Hearts2Hearts products. This study is expected to provide an overview of the effectiveness of digital marketing strategies that utilize collaborations with K-Pop idols in building emotional bonds and encouraging consumer purchasing interest in the digital era.

2. Literature Review
K-Pop Idol Brand Ambassadors
Brand ambassadors fundamentally function as intermediaries between companies and consumers. Through this role, firms aim to deliver more personalized messages, foster consumer trust in the brand, and create experiences that encourage purchasing decisions, thereby strengthening brand image and increasing sales performance (Ainurzana & Jemadi, 2023). Meanwhile, Qotrunnada et al. (2024) argue that brand ambassadors do not merely serve as promotional tools, but also act as cultural symbols within marketing activities, representing both individual success and collective achievement. The presence of a brand ambassador can influence consumer perceptions through the positive image associated with the ambassador (Hidayati & Sulistiyani, 2025).

Previous studies have also identified several factors that influence the effectiveness of brand ambassadors in enhancing consumers' purchase intention. Research conducted by Juliadi et al. (2023) indicates that the congruence between a brand ambassador's image and the brand they represent is a critical factor in building consumer trust and attraction. Furthermore, Lusianna & Hadi (2023) add that social media activities and the personal appeal of brand ambassadors contribute to strengthening emotional relationships between consumers and brands. In line with these findings, Surianto & Valentina (2024) emphasize that a brand ambassador's ability to increase brand awareness plays a significant role in developing a positive product image.

Based on the conceptual study and previous research findings, it can be concluded that the role of brand ambassadors is crucial in building perceptions, fostering trust, and increasing consumer interest in a brand. Therefore, this study assumes that the use of brand ambassadors, particularly K-Pop idols with strong cultural and emotional appeal, can influence consumer purchase intention. Therefore, the first hypothesis (H1) in this study is formulated as follows:
H1: Brand ambassadors influence purchase intention
FOMO Phenomenon
FOMO (Fear of missing out) is a condition when someone realizes the need to be involved in experiences that other people are going through or the fear of missing out on the opportunity to experience trends, which leads to impulsive behavior (Apolo & Kurniawati, 2023). FOMO arises because of a person's worry about the pleasure experienced by others (Fitri et al., 2024). Natalia & Huwae (2024) adding that one of the characteristics of FOMO is a pressing urge within a person to always know the latest information about what other people are doing. According to Pramudiani & Leon (2024) the FOMO phenomenon is influenced by several factors, including social comparison, social image anxiety, fear of missing trends, and limited-time anxiety, all of which motivate individuals to continuously follow trends in order to avoid being left behind. Meanwhile, Apolo & Kurniawati (2023) add that

fear and regret arising from not being involved in meaningful experiences enjoyed by others also serve as major triggers of FOMO.

Based on conceptual studies and previous research, FOMO (Fear of Missing Out) is understood as a psychological condition related to social needs, a sense of not wanting to be left behind, and the urge to follow emerging trends. In a marketing context, the FOMO phenomenon is often exploited to create a sense of urgency that encourages consumers to make purchases to avoid missing out on opportunities they perceive as valuable. Therefore, this study hypothesizes that FOMO influences consumer purchase intention. Therefore, the second hypothesis (H2) proposed in this study is as follows:

H2: The FOMO phenomenon influences purchase intention

Consumer Loyalty

Consumer loyalty refers to consumers' commitment and faithfulness in choosing specific products or services. Despite the presence of various situations or competitive promotions that may influence their decisions, loyal consumers consistently purchase and use the same products without switching to alternative brands (Maulida & Kamila, 2021). According Jauhari & Nuzil (2025) urther state that consumer loyalty is formed through positive experiences, leading to repeated purchasing decisions over the long term. Therefore, customer loyalty represents a crucial element that must be a primary concern for businesses. Sinambela & Siregar (2025) emphasize that strong relationships between companies and consumers can foster relational bonds and strengthen emotional attachment, which in turn positively influences purchasing behavior.

According to Maulida & Kamila (2021) consumer loyalty can be identified through several indicators, including behavioral loyalty reflected in repeated purchases, attitudinal loyalty demonstrated by positive attitudes toward the brand, cognitive loyalty in the form of long-term commitment, and advocacy loyalty expressed through recommendations to others. In line with this, Lusianna & Hadi (2023) add that engagement-based loyalty is also a critical factor, whereby companies can enhance loyalty by offering additional benefits that strengthen the emotional relationship between consumers and the brand.

Based on theoretical studies and previous research findings, consumer loyalty not only reflects the level of satisfaction with a product but also indicates a company's success in building long-term relationships with its customers. Therefore, the third hypothesis (H3) proposed in this study is as follows:

H3: Consumer Loyalty Influences Purchase Intention

Purchase Intention

Purchase intention is the process by which consumers evaluate several products as alternative choices, then decide to purchase the product or service that best suits their preferences after considering various factors (Lolonto et al., 2024). Kusuma & Yandri (2022) define purchase intention as a factor that drives consumers to purchase a product, which can be measured based on their ability to transact. This can be seen from consumers' efforts in seeking information about the product, until the emergence of interest in purchasing as a form of purchasing decision. According to Briliani et al. (2024), there are several factors underlying purchase intention, including emotional factors influenced by someone's promotion, loyalty, and the role of brand ambassadors. Consumers' emotional attachment and loyalty to a brand drive purchase desire, while relevant brand ambassadors can increase the appeal and trust in a product. Labibah (2024) also added that consumer purchasing intention is determined not only by product quality, but also by the emotional drive to support admired K-Pop idols as a form of fan loyalty and identity. Based on various perspectives, purchasing intention is seen as a crucial factor in the consumer decision-making process, determining their propensity to make a purchase. In this study, purchasing intention is defined as a consumer's drive and desire to purchase a product after going through a process of evaluation, information search, and emotional and rational considerations. The fourth hypothesis (H4) is as follows:

H4: Brand ambassadors, the FOMO phenomenon, and consumer loyalty simultaneously have a significant influence on purchasing intention

Based on the theoretical foundation and the results of previous research that have been described, this study developed a conceptual model to explain the factors that influence consumer purchasing interest. This research model describes the relationship between brand ambassadors, the Fear of Missing Out (FoMO) phenomenon, and consumer loyalty as independent variables that are suspected to have an influence on purchasing interest as the dependent variable. The relationships between variables in this study are presented systematically in the research model as follows:
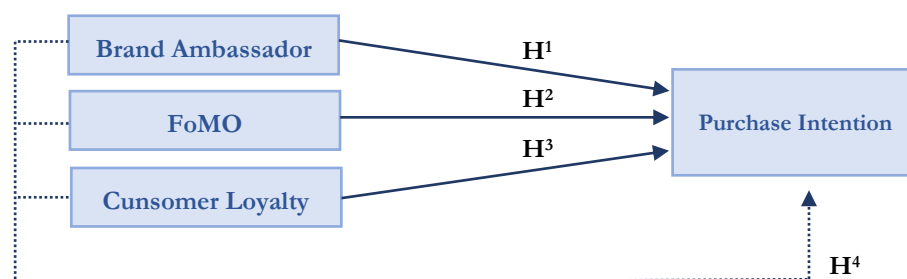
Figure 3. Research Framework

3. Research Method

This study employs a quantitative approach. The quantitative approach was chosen because the research focuses on testing the relationships among variables using data analyzed statistically. Sugiyono (2013) states that quantitative research methods can be defined as approaches based on objective data and facts to analyze a predetermined population and sample. This study aims to analyze the influence of K-Pop Idol Brand Ambassadors, FOMO, and Consumer Loyalty on Purchase Intention. The data used in this study are primary data obtained through the distribution of questionnaires to respondents. The research instrument was constructed using a 5-point Likert scale, in which scores were assigned based on the level of agreement, namely: 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree, and 5 for strongly agree (Sugiyono, 2013).

The population of this study consists of fans of the K-Pop idol group Hearts2Hearts as well as users or potential consumers of Barenbliss products. The selection of this population is based on its relevance as the primary target segment most frequently exposed to promotions through K-Pop idol brand ambassadors and having a tendency to experience the FOMO phenomenon in following trends. Therefore, this population is considered appropriate for achieving the research objectives, namely examining the influence of brand ambassadors, the FOMO phenomenon, and consumer loyalty on purchase intention in the case study of the Barenbliss x Hearts2Hearts collaboration.

Data collection was conducted online through Google Forms, which were distributed via several social media platforms, including TikTok, Instagram, WhatsApp communities, and the X or Twitter application. Therefore, the research location is non-spatial, and respondents may come from various regions across Indonesia. Since the total population size in this study is not known with certainty namely fans of Hearts2Hearts and users or potential consumers of Barenbliss products the minimum sample size was determined using the Lemeshow formula. Based on the calculation, the minimum sample size obtained was 96.04, which was then rounded up to 100 respondents. The research sample was selected using purposive sampling techniques, which involve selecting samples based on predetermined considerations and characteristics Sugiyono (2013). This technique was applied because the specific criteria set by the researcher were considered relevant to the research objectives. The data were processed using IBM SPSS Statistics version 29.

The data analysis techniques used in this study include descriptive statistical analysis and inferential statistical analysis. Descriptive statistical analysis was employed to describe the characteristics of the data for each research variable, namely K-Pop Idol Brand Ambassador, FOMO phenomenon, consumer loyalty, and purchase intention. Furthermore, inferential statistical analysis was conducted to examine the relationships and influences between independent and dependent variables using multiple linear regression analysis.

Prior to conducting regression analysis, the research instruments were first tested through validity and reliability tests to ensure the quality and consistency of the measurements. Subsequently, classical assumption tests were performed as prerequisites for regression analysis, including tests of normality, multicollinearity, and heteroscedasticity, to ensure that the regression model meets the assumptions of the Best Linear Unbiased Estimator (BLUE).

The normality test was conducted using a residual histogram graph, the multicollinearity test employed Tolerance values with criteria greater than 0.10 and Variance Inflation Factor (VIF) values less than 10, and the heteroscedasticity test was conducted using a scatterplot

graph, where the regression model is considered free from heteroscedasticity if the residual variance does not form a specific pattern and is randomly distributed.

After the classical assumption tests were satisfied, hypothesis testing was conducted partially using the t-test and simultaneously using the F-test. The hypotheses were accepted if the calculated t-value or F-value was greater than the table value or if the significance value (p-value) was less than 0.05.

4. Results and Discussion

Data Quality Test

Validity Test Results

Table 1. Validity Test Results

No	Pearson Correlation X1 (Brand Ambassador)	Pearson Correlation X2 (FOMO)	Pearson Correlation X3 (Consumer Loyalty)	Pearson Correlation Y (Purchase Interest)	Keputusan
1	0,259	0,722	0,733	0,681	Valid
2	0,255	0,724	0,742	0,562	Valid
3	0,587	0,695	0,653	0,567	Valid
4	0,442	0,714	0,617	0,475	Valid
5	0,502	0,771	0,649	0,571	Valid
6	0,465	0,762	0,59	0,577	Valid
7				0,567	Valid

R Table: 0,195

Rules: R value > R table

Based on the processed data presented in Table 1, all Pearson Correlation values exceed the r-table of 0.195. This indicates that each question item has met validity requirements, thus all instruments in this study are declared valid and can be used for subsequent analysis.

Reliability Test Results

Table 2. Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.927	25

The results of the reliability test in Table 2 show a Cronbach's Alpha value of 0.927, which exceeds the minimum limit of 0.60, so the research instrument is declared very reliable.

Classical Assumption Test Results
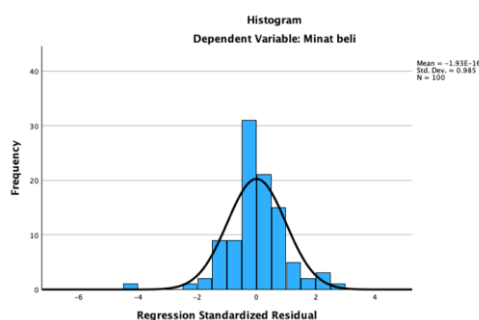
Normality Test Results

Figure 4. Histogram Normality Test

Based on the results of the normality test using a residual histogram, it can be seen that the residual distribution forms a pattern close to a normal distribution, with the majority of the data concentrated around the mean and showing no extreme deviations. Therefore, it can be concluded that the residuals are normally distributed, thus meeting the normality assumption in the regression model.

Multicollinearity Test Results

Table 3. Multicollinearity Test Results.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistic	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	10.308	2.667		3.865	.001		
Brand Ambassador	.314	.129	.207	2.430	.017	.590	1.695
FOMO Phenomenon	.312	.071	.436	4.395	.001	.433	2.308
Consumer Loyalty	.192	.090	.226	2.135	.035	.381	2.624

a. Dependent Variable: Purchase Intention

Table 3 shows the multicollinearity test results showing that the tolerance value for each independent variable is greater than 0.10, namely 0.590 for Brand Ambassador, 0.433 for FOMO Phenomenon, and 0.381 for Consumer Loyalty. Likewise, the Variance Inflation Factor (VIF) values for the three independent variables are also less than 10, namely 1.695 for Brand Ambassador, 2.308 for FOMO Phenomenon, and 2.624 for Consumer Loyalty. Therefore, it can be concluded that there is no strong linear relationship between the independent variables and the regression model is declared to meet the multicollinearity requirements.
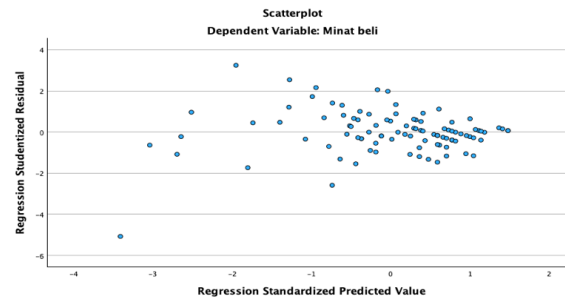
Heteroscedasticity Test Results

Figure 5. Heteroscedasticity Test Result

The results of the heteroscedasticity test observed through the scatterplot graph show that the residual points are randomly distributed around the value 0, both in the positive and negative areas. Most of the points appear to be clustered around the center area. However, the distribution remains evenly distributed on both sides of the axis and does not form a specific pattern such as narrowing or widening. This condition indicates that the residual variance is constant, thus it can be concluded that the regression model does not experience heteroscedasticity.

Partial Hypothesis Test Results

Based on the partial t-test results shown in table 4, it is known that Brand Ambassador (X1) has a calculated t value of 2,430, which is higher than the t-table of 1,985. This finding indicates the influence of Brand Ambassador (X1) on Purchase Intention (Y). In addition, the significance value for the Brand Ambassador variable is 0.017, which is lower than the significance level of 0.05. Therefore, the influence of Brand Ambassador on Purchase Intention is positive and significant. Thus, it can be concluded that there is a positive and significant influence of Brand Ambassador on Purchase Intention, so it can be declared accepted.

Table 4. T Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Conclusion
	B	Std. Error	Beta			
1 (Constant)	10.308	2.667		3.865	.001	
Brand Ambassador (X1)	.314	.129	.207	2.430	.017	accepted
FOMO Phenomenon (X2)	.312	.071	.436	4.395	.001	accepted
Consumer Loyalty (X3)	.192	.090	.226	2.135	.035	accepted

The FOMO Phenomenon variable (X2) obtained a calculated t value of 4.395, this shows a higher result compared to the t table of 1.985. This indicates that the FOMO Phenomenon variable (X2) has an influence on Purchase Intention (Y). In addition, the significance value obtained is 0.001, which indicates that it is smaller than the 0.05 significance level. Therefore, it can be stated that the influence of the FOMO Phenomenon on Purchase Intention is positive and significant. This finding provides clear evidence that the higher the level of FOMO experienced by a person, the tendency to be interested in buying a product also increases. Based on these results, Ha2 states that the FOMO Phenomenon is proven to have a positive and significant effect on Purchase Intention, therefore the hypothesis is accepted.

Meanwhile, the Consumer Loyalty variable (X3) also shows an influence on Purchase Intention (Y), with a calculated t value of 2.135 which exceeds the t table of 1.985, and a significance value of 0.035 which is lower than 0.05 indicating that the influence given is positive and significant. Thus, Ha3 shows that Consumer Loyalty has a positive and significant impact on Purchase Intention, accepted.

Simultaneous Hypothesis Test Results

In the ANOVA test as shown in Table 5, the F-value obtained was 46.019 with a significance value of 0.001, which is below the significance level of 0.05. This indicates that Brand

Ambassador, FOMO Phenomenon, and Consumer Loyalty have a significant simultaneous effect on Purchase Intention, so H4 is accepted.

Table 5. F Test Results

ANOVAᵃ					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	751.292	3	250.431	46.019	.001ᵇ
Residual	522.418	96	5.442		
Total	1.273.710	99			
F Table: 2.70					

Based on the results of the multiple linear regression analysis in Table 6, the following regression equation was obtained:

$$Y = 10.308 + 0.314X_1 + 0.312X_2 + 0.192X_3$$

Table 6. Regression Analysis Test Results

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistic	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10.308	2.667		3.865	.001		
	Brand Ambassador	.314	.129	.207	2.430	.017	.590	1.695
	FOMO Phenomenon	.312	.071	.436	4.395	.001	.433	2.308
	Consumer Loyalty	.192	.090	.226	2.135	.035	.381	2.624

a. Dependent Variable: Purchase Intention

The constant value of 10.308 indicates that if the Brand Ambassador, FOMO, and Consumer Loyalty variables are zero, then Purchase Intention will be 10.308. The regression analysis results shown in Table 6 above also indicate that each one-unit increase in the Brand Ambassador variable increases Purchase Intention by 0.314. Furthermore, each one-unit increase in the FOMO phenomenon variable increases Purchase Intention by 0.312, and each one-unit increase in Consumer Loyalty variable increases Purchase Intention by 0.192.

Overall, these findings indicate that all three independent variables are positively correlated with Purchase Intention. Therefore, the better the brand ambassador variable, the stronger the FOMO phenomenon and the higher the consumer loyalty, which in turn increases consumer purchase interest in the product.

The results of data processing to determine the coefficient of determination are shown in table 7, which is 0.590 or 59%, which means that Brand Ambassador, FOMO Phenomenon, and Consumer Loyalty together are able to explain the Purchase Interest variable by 59%, while the remaining 41% is influenced by other factors outside this research variable such as market trends, promotional intensity, product quality, consumer reviews, and pricing strategy.

Table 7. Coefficient of Determination Results

Model Summaryᵇ				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.768ᵃ	.590	.577	2.33278

a. Predictors: (Constant), Consumer Loyalty, Brand Ambassador, FOMO Phenomenon
b. Dependent Variable: Purchase Intention

Based on the results of the partial t-test shown in table 4, it is known that the t-value of the Brand Ambassador variable is 2,430, which is greater than the t-table value with a significance value of 0.017, which is smaller than 0.05. This means that there is a positive and significant influence between Brand Ambassadors and Purchase Intention. Thus, H1 is declared accepted. This condition proves that the presence of Brand Ambassadors can increase customer interest in the promoted product. In the FOMO Phenomenon variable, the t-value is 4,395, which is greater than the t-table with a significance value of 0.001, which is smaller than 0.05. This shows that the FOMO Phenomenon has a positive and significant effect on Purchase Intention, so Ha2 is declared accepted. This finding proves that the higher the FOMO situation experienced by a person, the tendency to be interested in buying a product also increases. Furthermore, the Consumer Loyalty variable also shows an influence on Purchase Intention with a calculated t value of 2.135 which is greater than the t table, and a significance value of 0.035 which is smaller than 0.05. This indicates that Consumer Loyalty has a positive and significant effect so that Ha3 is accepted.

In the ANOVA test as shown in table 5 below, the F count value was obtained at 46.019 with a significance value of 0.001 which is below the significance level of 0.05. This indicates that Brand Ambassador, FOMO Phenomenon, and Consumer Loyalty have a significant effect simultaneously on Purchase Intention so that H4 is accepted. Through the results of

multiple linear regression data processing, the equation $Y = 10.308 + 0.314X_1 + 0.312X_2 + 0.192X_3$ was obtained. The results of the determination coefficient test showed an R Square value of 0.590, which indicates that the three variables have consistency in influencing Purchase Intention, that 59% of the variation in purchase interest can be explained by the three variables in the regression model, while the remaining 41% is influenced by other factors not discussed in this study, such as market trends, promotional intensity, product quality, consumer reviews, and pricing strategies.

5. Conclusion

This study shows that Brand Ambassadors partially increase consumer purchase intention. This finding indicates that K-Pop idol figures as brand ambassadors can strengthen positive perceptions, increase interest, and encourage consumer confidence in the promoted product. Furthermore, the FoMO phenomenon also influences purchase intention, indicating that the psychological drive to stay on top of product trends drives consumers to make purchasing decisions. Furthermore, consumer loyalty also influences purchase intention, confirming that consumers' attachment and positive experiences with a brand can strengthen the tendency to purchase, both as first-time and repeat purchases.

Brand ambassadors, FoMO, and consumer loyalty collectively explain variations in consumer purchase intention. This suggests that collaborative marketing strategies with K-Pop idols rely not only on the popularity of public figures but are also influenced by consumer psychology and the strength of their relationship with the brand. Therefore, companies need to ensure the brand ambassador's image aligns with brand values, design promotional strategies that effectively build urgency, and strengthen loyalty through consistent product quality and customer experiences to ensure purchase intention is not fleeting but sustainable.

This study still has limitations, particularly in the scope of respondents, which focused on a specific fan community, and in the variables analyzed. Therefore, future research is recommended to expand the respondent characteristics and include other relevant variables, such as brand trust, perceived value, product quality, promotional intensity, consumer reviews, and pricing strategy, to gain a more comprehensive understanding of the factors influencing purchase intention.

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