

The Effect Of Distribution, Digital Marketing and Consumers On Interest In Buying Korean Music Album In Students

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Abstract

This study aims to determine "The Influence of Distribution, Digital Marketing and Consumer Attraction on Students' Interest in Buying Korean Music Albums (Study on Korean Music Fans in the Sigli Area, Pidie Regency)". Where the independent variables are Distribution (X1), Digital Marketing (X2) and Attractiveness (X3), and Purchase Interest (Y) as the dependent variable. The population in this study were students who are fans of Korean Music in the Sigli Area, Pidie Regency. Then the Simple Random Sampling method is used, namely the sampling of members of the population is done randomly without regard to the existing strata in the population. Based on the research results, the regression equation is obtained: $Y = 2.028 + 0.316 X1 + 0.232 X2 + 0.415 X3$. Based on the results of the analysis above, it can be concluded that of the three variables studied, it turns out that the consumer attractiveness variable (X3) has the most dominant influence of 41.5% on buying interest (Y) Korean music albums for Korean music fans in the Sigli area, District Pidie. The influence between the dependent and independent variables, namely each distribution variable (X1), digital marketing (X2) and consumer attractiveness (X3) on buying interest (Y) Korean music albums for Korean music fans in the Sigli area, Pidie Regency with a correlation index of 92.1% This means the relationship is very strong.

Keywords: Distribution, Digital Marketing, Customer Satisfaction, Buying Interest

Abstrak

Penelitian ini bertujuan untuk mengetahui "Pengaruh Distribusi, Digital Marketing dan Daya Tarik Konsumen Terhadap Minat Beli Album Musik Korea pada pelajar (Studi Pada Penggemar Musik Korea di Area Sigli Kabupaten Pidie)". Dimana variabel independen yaitu Distribusi (X1), Digital Marketing (X2) dan Daya Tarik (X3), dan Minat Beli (Y) sebagai variabel dependennya. Populasi dalam penelitian ini adalah para pelajar penggemar Musik Korea di Area Sigli Kabupaten Pidie. Kemudian digunakan metode Simple Random Sampling, yaitu pengambilan sampel anggota populasi dilakukan secara acak tanpa memperhatikan strata yang ada dalam populasi itu. Berdasarkan hasil penelitian, diperoleh persamaan regresi: $Y = 2,028 + 0,316 X1 + 0,232 X2 + 0,415 X3$. Berdasarkan hasil analisis di atas dapat disimpulkan bahwa dari ketiga variabel yang diteliti, ternyata variabel daya tarik konsumen (X3), mempunyai pengaruh yang paling dominan sebesar 41,5% terhadap Minat beli (Y) Album musik korea pada penggemar musik Korea di area Sigli Kabupaten Pidie. Pengaruh antara variabel dependen dan independen yaitu masing-masing variabel distribusi (X1), digital marketing (X2) dan daya tarik konsumen (X3) terhadap minat beli (Y) Album musik korea pada penggemar musik Korea di area Sigli Kabupaten Pidie dengan indeks korelasi sebesar 92,1% Ini berarti hubungan tersebut sangat kuat.

Kata Kunci : Distribusi, Digital Marketing, Kepuasan Pelanggan, Minat Beli

Introduction

Innovative improvements have a genuine affect on all angles of people's lives. The development of internet technology which provides many conveniences in communicating has been able to change people's behavior, including the behavior of purchasing decision making. Technological developments also have an impact on the behavior of individuals who were born in that era. The existence of different attitudes and values in generations raised in the internet era is important to understand further considering that from a market potential perspective, the numbers are quite large (Caputo et al., 2018).

Distribution is an activity that is always part of running a business. Distribution is a process of sending goods from a depot to consumers. Within the dispersion handle, one of the things that must be considered is client fulfillment since client fulfillment will influence the victory of item deals (Maulana, 2021). One of the factors of consumer satisfaction is that goods reach consumers in a timely manner and the product is as expected. Sales success can be seen from the number of sales or increase in sales figures. To achieve sales success and customer satisfaction, this distribution problem is very important because it is related to transportation costs which affect the total production cost (Santi & Supriyanto, 2020).

Digital Marketing is one of the media that is currently in high demand by the general public as a supplement to their daily lives. Many people are gradually abandoning traditional marketing strategies in favour of digital marketing. Digital marketing, as its name suggests, is a method, approach, or branding and marketing endeavour that makes use of digital networks. The development of brands, products, or services online is known as digital marketing (Mandal, 2017).

Attraction is a force that makes other people have special attention to something that has attractiveness, attractiveness is often referred to as allure (Mahendra, 2021). Physical attractiveness is the perception of the physical characteristics of a person who is considered pleasant or beautiful. This can include a variety of implications, such as sexual attraction, cuteness, interpersonal attraction and physical attractiveness (Hadqia et al., 2021).

In the music industry, there are many factors that make music acceptable to consumers. In Sigli, Pidie Regency, consuming original albums that are very popular with fans has not yet been implemented. Because there is still a lot of piracy going on and consumer buying interest in Indonesian music products is very lacking. In contrast to the Korean music industry, fan music is one of the milestones in the success of selling original albums, both physically and digitally.

Korean music is a type of popular music originating from South Korea. Korean music evolved from trot (a kind of dangdut in Indonesia) towards the pop and hip hop generation in early 1992. Soe Taiji & Kids became one of the groups that changed people's perceptions of this genre of music. Entering the era of the emergence of Korean Music artist management companies such as SM Entertainment, YG Entertainment, and JYP Entertainment. Korean Music artist management companies use years of training systems to produce talented idols. The 90s was the early period when Korean music began to develop and steal the attention of the people in South Korea. The training system became the starting point for the emergence of successful idols in the 2000.

The development of Korean music in Indonesia began in 2010. Previously there were indeed many fans of Korean music, but not as many as now. The rapid development can be seen from the many Korean music management who want to hold a concert by their group in Indonesia. Korean music is increasingly visiting Indonesia and many Korean music fans are taking advantage of this time to meet their idols (Chandra et al., 2022). At the beginning of 2010, more and more activities were carried out by Korean music fans which were referred to as fandom. Fan groups hold many meetings and activities related to their love for the idols they like (Zupaniec et al., 2022).

Considering the findings of preliminary observations, the problem that occurred with consumers in this study was that it was difficult to get music albums in the Sigli Area, Pidie Regency. Merchants and agency companies that combine the physical transfer and name of a product to create a specific market usage (Kellerman, 2020).

Based on the phenomena and explanations previously described, the researchers are drawn to researching these topics "the Influence of Distribution, Digital Marketing and Consumer Attraction on Purchase Interests of Korean Music Albums (Studies on Korean Music Fans in the Sigli Area, Pidie Regency)"..

Method

Location and Research Object

This research is a survey, the research was conducted on fans of Korean Music Album products in the Sigli Area, Pidie Regency. The object of research in this study focuses on the influence of distribution, digital marketing, and attractiveness on consumer interest in buying Korean music album products in the Sigli area, Pidie district (Sumartono & Huda, 2020).

Population and Sample

PaIn this research, the authors make consumers who buy Korean Music Album products in the Sigli Area, Pidie Regency, as the population in this study (Yakubovskiy & Kyrychenko, 2018). The strategy at that point utilized for information collection may be a likelihood testing strategy, to be specific a inspecting method that gives rise to openings for each component (part) of the populace to be chosen as a part of the test. Because the population size is not known with certainty, an unknown formula is used to determine the sample size *Populations*: (Sugiyono, 2018). From the comes about of these calculations, it is known that the specified test estimate is 100 respondents.

Method of collecting data

Data collection techniques that the authors use are as follows:

1. Interviews and observations, namely a way to collect data or information materials face to face with the respondents.
2. Questionnaire, which is a data collection technique that is done by giving written questions or questions to respondents to answer.
3. Library Research, namely theoretical data collection by examining various literature books and other theoretical materials related to the issues discussed which have to do with the theoretical basis presented in this study.

Data Analysis Techniques

The data analysis method used in multiple linear regression analysis is used in this work. The link between Dispersion (X1), the variable that is independent, and the variable of interest is examined using multiple linear regression analysis, digital marketing (X2) and Attractiveness (X3) on consumer interest (Y) using the SPSS Version 21 program. Linear hypothesis testing according to Sudijiono with the formula is as follows: (Sudjiono, 2012)

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Information:

- Y = Consumer interest
a = Constant number
b₁ b₂ b₃ = Regression coefficient
X₁ = Distribution (total score)
X₂ = Digital marketing (total score)
X₃ = Attractiveness (total score)
e = disruptive error (standard error)

Hypothesis test

To see the relationship between the number of users of Korean music Album products and the factors that influence them, namely distribution, digital marketing and location partially, a partial coefficient significant test was carried out.

t test

1. If t count is greater (>) than t table at 5% significance, it means that the independent variable (X), namely distribution, digital marketing and attractiveness has a significant effect on consumer interest (Y).

2. If t count is smaller ($<$) than t table at 5% significance, it means that the independent variable (X), namely distribution, digital marketing and attractiveness, has no significant effect on consumer interest (Y).

To find out the relationship between consumer interest in buying Korean music album products in the Sigli Area, Pidie Regency and the factors that influence it, namely distribution, digital marketing and attraction simultaneously (simultaneously) carried out.

F test

1. If F count is greater ($>$) than F table at 5% significant, it means that the independent variable (X), namely Distribution, Digital marketing and location has a significant effect on the amount of consumer interest (Y).
2. If F count is smaller ($<$) than F table at 5% significance, it means that one of the independent variables (X), namely Distribution, Digital marketing and location, has no significant effect on the amount of consumer interest (Y).

Result And Discussion

Validity test

The test instrument tested was declared valid if the correlation coefficient (r) obtained was greater than the coefficient from the table of critical values r, namely at a significant level of 5%. The r table value for this study is 0.195. If r count exceeds r table, the questionnaire is considered to be legitimate; if r count is less than r table, the questionnaire is said to be invalid as a research tool. The following are the test results:

Table 1. Validity Test Results

Variable	Question	Correlation coefficient	Critical Value = 5% (100)	Explanation
X1	X1.1	0.690	0.195	Valid
	X1.2	0.601	0.195	Valid
	X1.3	0.605	0.195	Valid
	X1.4	0.602	0.195	Valid
	X1.5	0.608	0.195	Valid
X2	X2.1	0.518	0.195	Valid
	X2.2	0.683	0.195	Valid
	X2.3	0.535	0.195	Valid
	X2.4	0.583	0.195	Valid
	X2.5	0.762	0.195	Valid
X3	X3.1	0.605	0.195	Valid
	X3.2	0.731	0.195	Valid
	X3.3	0.512	0.195	Valid
	X3.4	0.594	0.195	Valid
	X3.5	0.623	0.195	Valid
Y	Y1	0.607	0.195	Valid
	Y2	0.695	0.195	Valid
	Y3	0.599	0.195	Valid
	Y4	0.610	0.195	Valid
	Y5	0.605	0.195	Valid

The data above show that the questionnaire items in this study are legitimate; the value of r computed for each item is greater than r table (0.195), indicating that all questions can be utilised as

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research instruments.

Reliability Test

The extent to which measurement results can be trusted is demonstrated through reliability testing. In a specific context, high or low dependability is characterised by the reliability coefficient. An internal consistency test is used in testing reliability, which is a testing system for a specific group, after which the score is computed and the consistency is evaluated for the numerous items in that group. The alpha coefficient value ranges from 0 (zero) to 1, with an alpha value of 0.60 or below indicating that the measuring device is untrustworthy.

Table 2. Alpha Research Variable Reliability

No	Variable	Items Variable	Mark Alpha	reliability
1	Distribution variable (X1)	5	0.601	reliable
2	Digital marketing variable (X2)	5	0.603	reliable
3	Consumer attractiveness variable (X3)	5	0.592	reliable
4	Variable buying interest (Y)	5	0.600	reliable

It is clear from the table above that the alpha for each variable is Variable distribution (X1) had an alpha of 0.601; variable digital marketing (X2) had an alpha of 0.603; variable consumer attractiveness (X3) had an alpha of 0.592; and variable interest in purchasing (Y) had an alpha of 0.600. Thus, measuring the reliability of the research variables demonstrates that the measurement of reliability meets the reliability requirements, or that this questionnaire is dependable as a research instrument.

To determine the effect of variables distribution, digital marketing and consumer attractiveness of buying interest in Korean music albums for Korean music fans in the Sigli area, Pidie Regency, then data analysis was carried out through multiple linear regression. Where the results can be seen in the following table:

Table 3. Effect of Each Independent Variable Against Dependent Variables

Model	Unstandardized Coefficientss		Standardized Coefficientss	t	Sig.
	B	std. Error	Betas		
(Constant)	2,028	,890		2,279	.025
1 Distribution	,316	.048	,391	6,603	,000
Digital marketing	,232	.054	,247	4,286	,000
Consumer appeal	,415	,063	,399	6,634	,000
Correlation Coefficient (R)	= ,921a				
The coefficient of determination (R ²)	= ,848				
Adjusted R Squares	= ,843				
F _{count}	= 178.023				
F table	= 3.09				
Sign F	= 0.000				

Source: Processed Research Primary Data, (2021)

The following equation can be derived from the SPSS output above using multiple regression models:

$$Y = 2,028 + 0,316X_1 + 0,232X_2 + 0,415X_3$$

The following can be deduced from the multiple linear regression equation: Constant value of 2,028 meaning that if the distribution (X1), digital marketing (X2) and consumer attractiveness (X3) are considered constant, then interest in buying Korean music albums for Korean music fans in the Sigli area, Pidie Regency is as big 2,028 on a Likert scale unit, which indicates that buying interest (Y) Korean music albums for Korean music fans in the Sigli area, Pidie Regency, can be said to be very

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good.

Distribution regression coefficient value of 0,316 it can be interpreted that every 1% increase in Distribution (X1), will increase buying interest by 31,6%. This means an increase Buying interest (Y) Korean music album for Korean music fans in the Sigli area, Pidie Regency. The value of the digital marketing regression coefficient is 0,232 can be interpreted that every 1% increase in digital marketing (X2), will increase buying interest by 23,2%. This means an increase buying interest (Y) Korean music album for Korean music fans in the Sigli area, Pidie Regency.

The value of the regression coefficient of consumer attractiveness is equal to 0,415 can be interpreted that every 1% increase in consumer attractiveness (X3), will increase buying interest by 41.5%. This means an increase buying interest (Y) Korean music album for Korean music fans in the Sigli area, Pidie Regency.

According to the findings of the aforementioned analysis, the consumer attractiveness variable (X3) has the most significant influence of the three variables examined, having a 41.5% effect, on the interest in purchasing Korean music albums (Y) among fans of the genre in the Sigli area of the Pidie Regency. The influence of the dependent and independent variables, namely each distribution variable (X1), digital marketing (X2) and consumer attractiveness (X3) on buying interest (Y) Korean music album for Korean music fans in the Sigli area, Pidie Regency with a correlation index of 92.1%, this means that the relationship is very strong (Asari & Mahmudah, 2022).

Then the index of determination for each distribution (X1), Digital marketing (X2) and consumer attractiveness (X3) of 84.8%, this means that it has a significant effect on buying interest (Y) Korean music album for Korean music fans in the Sigli area, Pidie Regency, namely of 15.2% which is influenced by other variables not examined in this study.

Hypothesis Testing Results

F test

The F test is used to determine the simultaneous (simultaneous) impact of the independent factors on the dependent variable. The following is an explanation of the proof:

Table 4. F Test Analysis Results

	Model	Sum of Squares	Df	Mean Square	F	Ftable	Sig.
1	Regression	166,950	3	55,650	178,023	3.09	0.000
	residual	30,010	96	, 313			
	Total	196,960	99				

Test results acquired simultaneously F count $178,023 > F$ table 3.09. The outcome of this calculation can be interpreted as accepting the alternative hypothesis (H_a) and rejecting the null hypothesis (H_o), which means that the distribution variables (X1), digital marketing (X2) and consumer attractiveness (X3) jointly influence significant to Purchase Intention (Y) Korean music album for Korean music fans in the Sigli area, Pidie Regency.

t test

The t test was used to determine the significance of the independent factors' individual effects on the dependent variable (partially). The following is an explanation for partial proof of the hypothesis:

Table 5. Results of Test Analysis t

Variable Name	B	Standard Error	Betas	tcount	t table	sign
Constant	2,028	,890		2,279	1,660	.025
Distribution (X1)	,316	.048	,391	6,603	1,660	.000
Digital Marketing (X2)	,232	.054	,247	4,286	1,660	.000
Consumer attractiveness (X3)	,415	,063	,399	6,634	1,660	.000

The Alternative Hypothesis (H_a) is accepted while the Null Hypothesis (H_o) is disregarded as a result of Variable Distributions (X_1) obtaining t count 6.603 > the table of t 1.660. According to the findings of this t test, Korean music fans in the Sigli district of Pidie District have a substantial impact on the spread of the variable (X_1) by purchasing interest (Y) Korean music albums (Firdaus et al., 2022).

The digital marketing variable (X_2) is obtained t count 4.286 > t table 1.660, as a result, the Alternative Hypothesis (H_a) is accepted and the hypothesis of null (H_o) is disproved. This t test's findings indicate that the digital marketing variable significantly affects buyers' interest (Y) for Korean music albums among Korean music fans in the Sigli area, Pidie Regency (Wahyuningrum, 2019).

The consumer attractiveness variable (X_3) is obtained by t count 6.634 > t table 1.660, as a result, the Alternative Hypothesis (H_a) is accepted and the assumption of nullity (H_o) is disproved. This t test's findings indicate that the customer appeal variable significantly affects purchase interest (Y) for Korean music albums for Korean music fans in the Sigli area, Pidie Regency.

Discussion

Distribution

The distribution of things created by producers to consumers is the definition of distribution in general (Rachman & Yuningsih, 2016). The term "distributing" refers to a marketing approach that aims to simplify and speed up the transfer of goods and services from producers to customers. According to (Mandey, 2013), The organisations that work together to make a good or service available for use or consumption are known as distribution. They are the series of steps a good or service takes once it is created, leading to the consumer's purchase and consumption (Fitri, 2023).

When certain goods or services travel from producers to consumers, distribution refers to a group of businesses and people who take over the rights to those goods or services or help with the transfer of those rights. Distribution for an item is the channel used by the producer to distribute the item from the producer to the consumer or industrial user. This distribution channel is a structure that describes the selected alternative channels, and describes the different marketing situations by various companies or business institutions (Virgiawan & Kurniawan, 2018).

Digital Marketing

The utilize of advances to help showcasing endeavors in arrange to make strides client information by assembly their needs is known as computerized showcasing (Bala & Verma, 2018). Utilizing the Web and data innovation to grow and improve conventional showcasing capacities. This definition concentrates on all conventional promoting. We are able moreover state that suppositions such as "intuitively promoting", one-to-one showcasing and "e-marketing" are closely related to "computerized promoting" (Yoshimoto, 2019).

Digital marketing is a form of advertising and polling that takes place on the web, typically through social networking platforms. The virtual world may now connect people not only with technology, but also with people all across the world (Purwanti et al., 2021). Branding can be accomplished through the use of various web-based media such as blogs, websites, e-mail, google adwords, or social networks. Of course, digital marketing does not only refer to internet marketing. The planning and carrying out of a concept or idea, from conception to price, advertising, and distribution. Simply said, marketing is the creation and maintenance of corporate and customer relationships that are mutually beneficial (Tuasikal & Tjahjono, 2019).

Consumer Purchase Interest

Purchasing interest results from a learning and cognition process that results in a perception. This purchasing interest develops a motive that is continuously recorded in his mind and becomes a very strong desire, which, in the end, will materialise what is in his mind when a consumer has to complete his wants. Purchase intention is a consumer activity in which consumers express a desire to buy or select a product based on their previous experiences selecting, using, consuming, or simply wanting a product. a decision to purchase one brand over another (Jackson et al., 2021).

Meanwhile, Sundalangi defines consumer buying interest as the respondent's initiative in making a purchasing decision. According to the comprehensive model of consumer behaviour, marketing stimuli include marketing mix elements such as product, price, place, and promotion as the primary components in marketing (Sundalangi et al., 2014). Individual consumers', groups', or

organisations' actions and social relations to assess, receive, and utilise goods and services through an exchange or purchase process that begins with a decision-making process that decides these activities are referred to as consumer buying interest (Ramadhani et al., 2019)

Conclusion

The conclusion from the results of the study "The Effect of Distribution, Digital Marketing and Consumer Attraction on Interest in Buying Korean Music Albums in students (Studies on Korean Music Fans in the Sigli Area, Pidie Regency)" is as follows Constant value of 2.028 means that if the distribution is (X1), Digital marketing (X2) and consumer attractiveness (X3) are considered constant, then the interest in buying Korean music albums for Korean music fans in the Sigli area of Pidie Regency is 2.028 on the Likert scale unit, which shows that the interest in buying (Y) Korean music albums for music fans Koreans in the Sigli area of Pidie Regency can be said to be very good. The distribution regression coefficient value of 0.316 means that every 1% increase in distribution (X1) will increase buying interest by 31.6%. This means that there is an increased interest in buying Korean music albums (Y) for Korean music fans in the Sigli area, Pidie Regency. The digital marketing regression coefficient value is 0.232 which means that every 1% increase in digital marketing (X2) will increase buying interest by 23.2%. This means that there is an increased interest in buying Korean music albums (Y) for Korean music fans in the Sigli area, Pidie Regency. The regression coefficient value of consumer attractiveness is 0.415 which means that every 1% increase in consumer attractiveness (X3) will increase buying interest by 41.5%. This means that there is an increased interest in buying (Y) Korean music albums for Korean music fans in the Sigli area, Pidie Regency.

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