



Research Article

Fanaticism, Korean Wave, Brand Ambassadors, and Product Quality Affect Customer Satisfaction of Nacific K-Beauty Products

Tania Permata Yanra^{1*}, and Andala Rama Putra Barusman²

¹ Management Department, Universitas Bandar Lampung; Indonesia;
e-mail : tania.21011051@student.ubl.ac.id

² Management Department, Universitas Bandar Lampung; Indonesia; e-mail : andala@ubl.ac.id

* Corresponding Author : **Tania Permata Yanra**

Abstract: The study try to investigate what influences ATINY, followers of the South Korean idol group ATEEZ, about customer satisfaction and their decision to buy Nacific products. It investigates how brand ambassadors, fanaticism, Korean Wave, product quality, and buying decisions affect consumer pleasure. Through the use of questionnaires, 396 members of the ATINY fan group participated in the study. Structural Equation Modeling (SEM) was used in the study to analyze the data. The findings show that consumer happiness and purchasing decisions are influenced by product quality. Fanaticism, the Korean Wave, and brand ambassadors, however, had negligible effects on consumer happiness and purchase decisions. Additionally, it has been demonstrated that purchase decisions significantly and favorably affect consumer satisfaction. The study recommends that future studies examine the impact of social media and influencers on consumer behavior and take into account other factors like brand trust or customer experience. Additionally, studies using larger samples from different demographic groups can yield more broadly applicable findings.

Keywords: BA; Fanatics; Korean; Product; Satisfaction

1. Introduction

Brand success in a competitive market is closely linked to its ability to create customer satisfaction, which arises from the alignment between consumer expectations and actual experiences and develops through continuous evaluation of the brand. Customer satisfaction plays a vital role in building loyalty, influencing future purchase behavior, and sustaining long-term brand-consumer relationships. It is influenced by several key dimensions, including product quality, price, and consumer expectations, as well as contemporary factors such as fanaticism, the Korean Wave, and brand ambassadors in the digital era (Aleksić et al., 2024). In addition, purchase decision serves as an important determinant of customer satisfaction, as it reflects consumers' confidence that a product will meet their expectations, which is also shaped by cultural phenomena and external influences.

The Korean Wave (hallyu) is a global cultural phenomenon that significantly influences consumers' purchase decisions, including in Indonesia, by shaping preferences for K-pop, Korean dramas, language, lifestyle, and beauty standards (Kang, 2022). This phenomenon has increased Indonesian consumers' awareness of skincare and driven the rapid growth of K-Beauty products in the local market, where brands such as Innisfree, COSRX, The Saem, Some by Mi, and Nacific dominate sales, although Nacific holds a smaller market share compared to its competitors. Nacific, known for its natural formulations and chemical-free products, has gained attention among K-Beauty enthusiasts; however, its later entry into the Indonesian market has limited its ability to build a strong customer base compared to other established brands (Tranggono et al., 2020).

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To expand market reach and increase sales, Nacific adopts marketing strategies using South Korean celebrities and K-pop idols as brand ambassadors, which can enhance consumer trust, satisfaction, and brand credibility while also stimulating fanaticism among fans. Fanaticism rooted in the Korean Wave strengthens emotional bonds between fans and idols, fostering loyalty and adding value to the brand. In collaboration with the K-pop group ATEEZ, Nacific leverages fan-oriented promotions and social media strategies to boost brand awareness and attract a broader audience, particularly ATINY, making Nacific a relevant object of study to examine the effects of fanaticism, Korean Wave, brand ambassadors, and product quality on customer satisfaction with purchase decision as a mediating variable (Hendarsin et al., 2024).

Previous studies show varied effects of fanaticism, Korean Wave, brand ambassadors, and product quality on purchase decision and customer satisfaction. Fanaticism and Korean Wave significantly influence purchase decisions for certain Korean-related products, although their effects may weaken when mediated by other variables or applied to local brands (Pradani & Mangifera, 2024). Brand ambassadors demonstrate mixed impacts on purchase decision, ranging from strong positive effects to insignificant influences depending on the product context (Fuadi et al., 2023). In contrast, product quality consistently shows a positive influence on both purchase decision and customer satisfaction, while purchase decision itself significantly contributes to customer satisfaction and may mediate the relationship between product quality and satisfaction (Nuzula et al., 2024).

To the author's knowledge, recent studies have not examined the direct effects of fanaticism and the Korean Wave on customer satisfaction, particularly in the context of Nacific products. This study addresses this gap by analyzing the influence of fanaticism, Korean Wave, brand ambassadors, and product quality on customer satisfaction through purchase decision as a mediating variable, which explains how independent variables affect satisfaction indirectly via purchasing decisions (Abu-Bader & Jones, 2021).

2. Literature Review

Fanaticism

Fanaticism is excessive devotion and emotional attachment to an object, such as celebrities, which can foster strong loyalty and motivate intentional purchasing of related products due to trust and emotional bonds (Liu et al., 2020). It is measured through intensity of interest, behavioral involvement, duration of participation, and motivation.

Korean Wave

The Korean Wave (hallyu) is a global phenomenon marked by the growing popularity of South Korean culture, especially K-dramas and K-pop, which influences lifestyles, aesthetics, and consumption patterns while fostering global fan communities. It is measured through understanding, attitudes and behaviors, and perceptions (Wardani & Dermawan, 2023).

Brand Ambassador

A brand ambassador is a public figure who promotes a brand to influence consumer perceptions and trust, particularly through social media, where admired figures such as K-pop idols act as trendsetter. The effectiveness of a brand ambassador is measured through visibility, credibility, and power in influencing purchase decisions (Timpal et al., 2022).

Product Quality

Product quality refers to the physical condition, functions, and characteristics of a product that meet consumer expectations and strongly influence purchase decisions (Lionarto et al., 2022). It is measured through performance, features, reliability, suitability, durability, ease of service, aesthetics, and perceived quality.

Purchase Decision

Purchase decisions are consumer choices made through evaluating available options to meet needs and play a key role in business success (Barusman et al., 2019). The decision process follows stages from need recognition to post-purchase behavior and is measured

through need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.

Customer Satisfaction

Customer satisfaction reflects consumers' evaluations of product performance compared to expectations and is essential for business sustainability (Barusman, 2024). Based on the disconfirmation of expectations theory, it is measured through fulfillment of expectations, repeat purchase intention, and willingness to recommend.

Hypothesis

K-Pop idol fans form fandom communities that foster strong emotional bonds through interaction and shared support, increasing fanaticism and encouraging purchases of idol-related products as a form of loyalty and belonging. Higher levels of fanaticism enhance purchase confidence and intention, which influence purchase decisions (Qadri et al., 2024).

H1: Purchase decisions are positively impacted by fanaticism.

Purchase decisions are influenced by external cultural factors, including the Korean Wave, which shapes consumer attitudes and encourages the adoption of Korean beauty trends through widespread exposure to Korean culture and artists. Previous studies confirm that the Korean Wave significantly affects purchase decisions by enhancing the effectiveness of product promotion (Hellyani et al., 2024).

H2: Purchase decisions are positively impacted by the Korean Wave.

Consumers tend to trust and purchase products promoted by admired public figures, such as K-pop idols, whose strong fan bases can significantly influence purchase decisions and brand loyalty, when promotions include idol-related merchandise (Bismo et al., 2024).

H3: Purchase decisions are positively impacted by brand ambassadors.

Consumers prefer products that ensure effectiveness and safety, and perceptions of high product quality build confidence and purchasing decisions (Christiarini & Martasya, 2024).

H4: Purchase decisions are positively impacted by product quality.

Fanaticism toward K-pop idols creates emotional attachment to idol-endorsed products, increasing satisfaction through fulfilled expectations and positive consumption experiences (Fabiola et al., 2024).

H5: Customer satisfaction is positively impacted by fanaticism.

The Korean Wave fosters cultural attachment that enhances positive perceptions of South Korean products, leading to higher customer satisfaction (Glodev et al., 2023).

H6: Customer satisfaction is positively impacted by the Korean Wave.

Credible brand ambassadors strengthen emotional connections with consumers, particularly fans, which significantly increases customer satisfaction (Halder et al., 2021).

H7: Customer satisfaction is positively impacted by brand ambassadors.

High product quality delivers value and positive experiences that encourage satisfaction, repeat purchases, and recommendations (Chaerudin & Syafarudin, 2021).

H8: Customer satisfaction is positively impacted by product quality.

Purchase decisions shape initial consumer experiences, and satisfaction emerges when products meet or exceed expectations, influencing future purchasing behavior (Cakranegara et al., 2022).

H9: Customer satisfaction is positively impacted by purchase decisions.

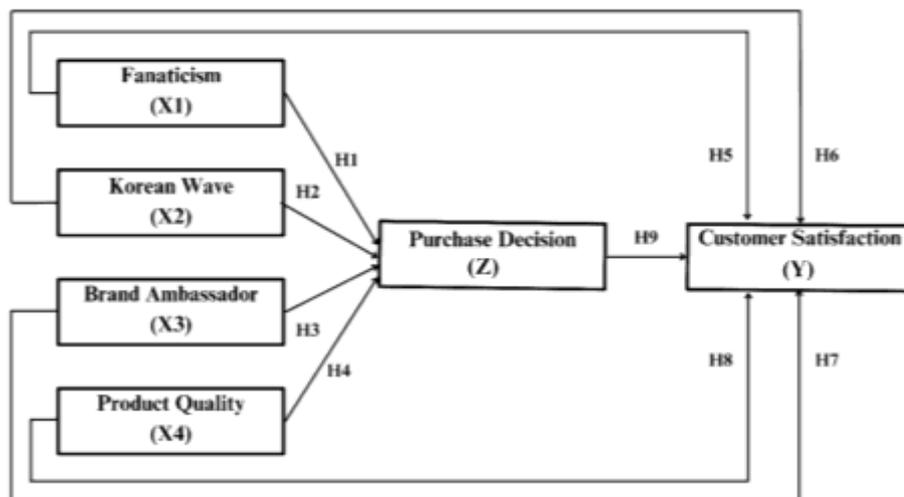


Figure 1. Conceptual Framework.

3. Research Methodology

This study focuses on ATINY, fans of ATEEZ who follow the @ateezmfs autobase menfess account on platform X, an anonymous forum for information exchange within fandom communities. Using the Slovin formula with a 5% margin of error, a sample of 396 respondents was obtained from a population of 38,800 followers, selected through purposive sampling with criteria of being at least 17 years old, an ATEEZ fan, and having purchased Nacific products at least once. Data were collected via a five-point Likert scale questionnaire measuring fanaticism, Korean Wave, brand ambassador, product quality, purchase decision, and customer satisfaction. Data analysis employed SEM-PLS to assess measurement and structural models, including validity, reliability, direct and indirect effects, and model fit indicators (Barusman & Cahyani, 2024).

Table 1. Research Questionnaire.

Variable	Indicators	Statement	Adapted from
Fanaticism (X1)	The interest and devotion towards particular object	I buy ATEEZ-related things.	(Anisa, 2023)
	The behaviors of individuals or groups	I engage in ATEEZ fans community	(Kosumawardani, 2022)
	The duration of an individual’s participation in an activity	I spend hours daily on ATEEZ content.	(Purnomo, 2024)
	The motivations behind their participation	I became an ATEEZ fan for personal happiness	(Astuti, 2022)
Korean Wave (X2)	Understanding	I am familiar with Korean culture and trends.	(Chaerunisa, 2022)
	Attitude and behavior	I enjoy Korean culture and trends.	
	Perception	I think the spread of Korean culture positively impacts me.	

Variable	Indicators	Statement	Adapted from
Brand Ambassador (X3)	Visibility	I bought Nacific products because ATEEZ is the brand ambassador.	(Lapu, 2023)
	Credibility	As Nacific's brand ambassador, ATEEZ convinced me of the product's quality.	(Chaerunisa, 2022)
	Attractiveness	As Nacific's brand ambassador, ATEEZ has an appealing appearance.	(Natassja, 2022)
	Power	ATEEZ inspired me to try Nacific products.	(Chaerunisa, 2022)
Product Quality (X4)	Performance	Nacific products deliver good results as promised.	(Najah, 2023)
	Features	I find Nacific's 6-Free claims and natural ingredients highly beneficial.	(Permata, 2021)
	Reliability	Nacific products effectively address skin issues	(Najah, 2023)
	Suitability	Nacific products are tailored to skin types and consumer needs.	(Elyzabeth, 2021)
	Durability	Nacific products have a long shelf life, allowing for extended use.	(Permata, 2021)
	Ease of service	The service when purchasing Nacific was efficient and excellent.	(Wahdah, 2022)
	Aesthetic	I admire Nacific's products for their attractive packaging.	(Putri, 2022)
	Perceive quality	Overall, Nacific products meet my expectations.	
Purchase Decision (Y)	Need recognition	I buy Nacific products for their ability to meet my skin and facial needs.	(Amalia, 2021)
	Information search	I research Nacific products specification before buying.	
	Alternative evaluation	I compare Nacific products with alternative before purchasing.	

Variable	Indicators	Statement	Adapted from
	Purchase decision	I am confident in choosing Nacific after comparing alternatives.	(Putri, 2022)
	Post-purchase behavior	I am satisfied with Nacific and leave positive reviews.	
Customer Satisfaction (Z)	Fulfilling expectations	Nacific products meet my expectation.	(Khafidz, 2021)
	Interest in making repeat purchases	I intend to repurchase Nacific products	
	Willingness to recommend	I will recommend Nacific products to friend, family, and fellow ATEEZ fans.	

Source(s): Author’s own works content.

4. Results and Discussion

The respondents in this study are ATINY who follow the @ateezmfs fanbase account, with the year they became fans ranging from ATEEZ’s debut in 2018 to 2024. Most respondents began following ATEEZ in 2023 (19.7%) and 2020 (18.7%), while the smallest proportion joined in 2018 (5.3%), indicating a steady growth of the fandom over time.

Testing Results

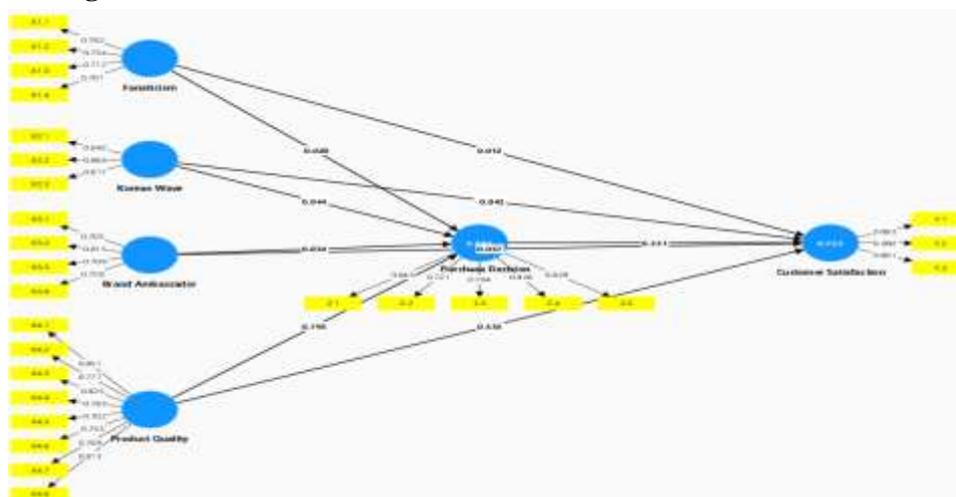


Figure 2. SmartPLS Model.

Table 2. Normality Test.

Indicator	Excess kurtosis	Skewness
X1.1	-0.122	-0.589
X1.2	-0.348	-0.556
X1.3	0.52	-0.958
X1.4	-0.981	-0.48
X2.1	0.908	-1.095
X2.2	-0.689	-0.357
X2.3	-0.871	-0.622

Indicator	Excess kurtosis	Skewness
X2.4	0.969	-1.058
X3.1	0.366	-0.693
X3.2	-0.78	-0.391
X3.3	0.34	-0.721
X4.1	-0.981	-0.171
X4.2	-0.678	-0.373
X4.3	-0.911	-0.087
X4.4	-0.568	-0.335
X4.5	0.8	-0.815
X4.6	0.443	-0.752
X4.7	-0.674	-0.356
X4.8	0.063	-0.495
Z.1	-0.555	-0.321
Z.2	1.728	-1.286
Z.3	0.267	-0.78
Z.4	-0.327	-0.513
Z.5	0.705	-0.722
Y.1	-0.442	-0.399
Y.2	-0.582	-0.408
Y.3	-0.618	-0.501

Table 2 shows that all indicators fall within acceptable skewness and kurtosis ranges, indicating no extreme deviations from normality. It shows that the data generally meet normality assumptions.

Table 3. Discriminant Validity Test.

Indicator	Fanaticism	Korean Wave	Brand Ambassador	Product Quality	Customer Satisfaction	Purchase Decision
F.1	0.782	0.420	0.402	0.462	0.438	0.360
F.2	0.734	0.437	0.322	0.369	0.291	0.310
F.3	0.712	0.448	0.308	0.383	0.289	0.305
F.4	0.701	0.443	0.526	0.464	0.383	0.422
KW.1	0.486	0.842	0.378	0.460	0.377	0.412
KW.2	0.468	0.866	0.348	0.475	0.387	0.428
KW.3	0.551	0.817	0.431	0.471	0.376	0.396
BA.1	0.404	0.257	0.705	0.366	0.340	0.283
BA.2	0.412	0.358	0.815	0.563	0.511	0.488
BA.3	0.472	0.369	0.706	0.419	0.351	0.327
BA.4	0.368	0.374	0.758	0.444	0.398	0.435
PQ.1	0.508	0.492	0.561	0.851	0.744	0.707
PQ.2	0.440	0.410	0.484	0.777	0.582	0.615
PQ.3	0.472	0.422	0.504	0.825	0.710	0.685

Indicator	Fanaticism	Korean Wave	Brand Ambassador	Product Quality	Customer Satisfaction	Purchase Decision
PQ.4	0.517	0.510	0.486	0.783	0.631	0.664
PQ.5	0.458	0.443	0.351	0.702	0.520	0.547
PQ.6	0.378	0.381	0.447	0.733	0.594	0.609
PQ.7	0.459	0.456	0.429	0.709	0.579	0.563
PQ.8	0.380	0.357	0.503	0.813	0.735	0.712
CS.1	0.405	0.387	0.505	0.789	0.863	0.749
CS.2	0.435	0.404	0.451	0.728	0.892	0.695
CS.3	0.418	0.363	0.438	0.575	0.801	0.550
PD.1	0.400	0.409	0.483	0.766	0.722	0.845
PD.2	0.286	0.285	0.282	0.459	0.401	0.721
PD.3	0.394	0.436	0.331	0.500	0.438	0.704
PD.4	0.439	0.412	0.449	0.639	0.647	0.826
PD.5	0.382	0.384	0.470	0.782	0.771	0.829

Discriminant validity indicates that an indicator accurately measures its intended construct without strong correlation with other constructs. Table 3 shows that each indicator has appropriate loading values, confirming adequate discriminant validity.

Table 4. Composite Reliability Test.

Variable	Cronbach's Alpha	Composite Reliability	Information
Fanaticism	0.716	0.822	Reliable
Korean Wave	0.794	0.880	
Brand Ambassador	0.739	0.834	
Product Quality	0.905	0.923	
Customer Satisfaction	0.813	0.889	
Purchase Decision	0.849	0.890	

A construct is considered reliable when composite reliability and Cronbach's Alpha exceed 0.7. As shown in Table 4, all variables meet these criteria, indicating that each construct demonstrates adequate reliability.

Table 5. Colinearity (VIF) Test.

	Fa- nati- cism	Ko- rean Wave	Brand Am- bassador	Product Quality	Customer Satisfaction	Pur- chase Deci- sion
Fanaticism					1.918	1.917
Korean Wave					1.741	1.735
Brand Am- bassador					1.762	1.758
Product Qual- ity					3.992	1.997
Customer Sat- isfaction						
Purchase De- cision					3.174	

Table 5 indicates that all VIF values are below the threshold of 10, confirming the absence of collinearity among variables. These results show that the SEM-PLS model is free from multicollinearity issues and produces robust, unbiased parameter estimates.

Table 6. R-Square Test.

Variable	R-Square	R-Square adjusted
Customer Satisfaction	0.723	0.719
Purchase Decision	0.685	0.682

Table 6 shows that the model explains 71.9% of customer satisfaction and 68.2% of purchase decisions, indicating strong predictive power.

Table 7. F Square Test.

	Fa- nati- cism	Korean Wave	Brand Am- bassador	Product Quality	Purchase Decision	Customer Satisfac- tion
Fanaticism					0.001	0.000
Korean Wave					0.004	0.004
Brand Am- bassador					0.002	0.007
Product Quality					0.999	0.259
Customer Satisfaction						
Purchase De- cision						0.125

Table 7 indicates that product quality has the strongest effect on purchase decisions and a moderate effect on customer satisfaction, while other variables show negligible effects.

Table 8. Hypothesis Test (Direct Effect).

H	Connection	Original	T-Stat.	P values	Result
H1	X1 (F) → Z (PD)	-0.020	0.447	0.655	Rejected
H2	X2 (KW) → Z (PD)	0.044	1.032	0.302	Rejected
H3	X3 (BA) → Z (PD)	0.034	0.797	0.425	Rejected
H4	X4 (PQ) → Z (PD)	0.793	19.724	0.000	Accepted
H5	X1 (F) → Y (CS)	0.012	0.286	0.775	Rejected
H6	X2 (KW) → Y (CS)	-0.042	1.012	0.312	Rejected
H7	X3 (BA) → Y (CS)	0.057	1.309	0.191	Rejected
H8	X4 (PQ) → Y (CS)	0.535	9.634	0.000	Accepted
H9	Z (PD) → Y (CS)	0.331	6.282	0.000	Accepted

Bootstrapping results in Table 8 show that product quality significantly affects purchase decisions and customer satisfaction, and purchase decisions significantly influence customer satisfaction (H4, H8, and H9 accepted). Meanwhile, fanaticism, Korean Wave, and brand ambassadors have no significant effects, leading to the rejection of the remaining hypotheses.

Table 9. Hypothesis Test (Indirect Effect).

	Original	Sample Mean	STDEV	T-stat	P-values
F → PD → CS	-0.007	-0.006	0.015	0.441	0.659
KW → PD → CS	0.015	0.015	0.015	1.004	0.315
BA → PD → CS	0.011	0.012	0.015	0.769	0.442
PQ → PD → CS	0.263	0.263	0.044	6.020	0.000

Table 9 shows that purchase decisions only mediate the effect of product quality on customer satisfaction, while no mediation occurs for fanaticism, Korean Wave, or brand ambassadors.

Discussions

The Impact of Fanaticism on Purchase Decision

With a t-statistic of 0.447, a p-value of 0.665, and a path coefficient of -0.020, the results demonstrate that fanaticism has a negative and negligible impact on purchasing decisions, leading to the rejection of H1. This implies that a propensity to make less purchases of Nacific products is linked to higher levels of devotion among K-pop fans, especially ATINY. These results contradict studies that found a positive and significant effect of fanaticism on iPhone purchase decisions (Lestari & Rahmawan, 2023), but they are consistent with earlier research demonstrating that fanaticism does not significantly influence purchase decisions for NCT Dream albums (Nugraha et al., 2023).

The Influence of Korean Wave on Purchase Decision

According to the research's assessment results, the Korean Wave variable on purchasing decision has a t-statistic value of 0.797, a p-value of 0.425, and a path coefficient of 0.044, indicating that it has a positive but not statistically significant impact. Consequently, H2 is rejected. Although this effect is not statistically significant, Korean Wave has a beneficial impact on ATINY's decision to buy Nacific items. This result is in contrast to studies on the impact of the Korean Wave on Ultra Milk's purchasing decisions, which showed that the Korean Wave has a favorable and significant influence (Effendy et al., 2024).

The Influence of Brand Ambassador on Purchase Decision

The results of this study show that the brand ambassador variable has a positive but negligible impact on purchasing decisions, as indicated by the t-statistic value of 0.797, P-values of 0.425, and path coefficient of 0.034. H3 is therefore rejected. Although brand ambassadors have a good impact on ATINY, their influence on decisions to buy Nacific items is not statistically significant. This result validates studies on Erigo product purchases that are not greatly impacted by brand ambassadors (Ryan & Johan, 2022). In contrast, research has shown that brand ambassadors have a positive and significant impact on Medan City consumers' decisions to buy Android phones (Indawati et al., 2021).

The Impact of Product Quality on Purchase Decision

With a t-statistic value of 19.724, P-values of 0.00, and path coefficient of 0.793, the test results demonstrate that the product quality variable positively and significantly influences purchasing decisions. Consequently, hypothesis 4 is approved. ATINY's decision to buy is positively and considerably influenced by the Nacific brand's product quality. This implies that consumers are more likely to make purchases when a business offers higher-quality products. This result is consistent with other studies that looked at how product quality affected consumers' decisions to buy iPhones in Denpasar City and discovered a favorable and significant impact (Widiastiti et al., 2020).

The Influence of Fanaticism on Customer Satisfaction

The t-statistic value for fanaticism on customer satisfaction is 0.286, with a p-value of 0.775 and a path coefficient of 0.012, according to the test results in this study. This finding implies that, especially among ATEEZ enthusiasts, fanaticism has a favorable but negligible impact on Nacific product customer satisfaction. According to this research, fanaticism does not always directly result in increased consumer pleasure, even though it can encourage strong loyalty. Fanatic customers may have high expectations, and if those expectations are not fulfilled, they may become dissatisfied. These findings show that while fanaticism can be a useful tool for building emotional bonds with customers, it needs to be balanced by items that either fulfill or exceed their expectations.

The Impact of Korean Wave on Customer Satisfaction

According to the research, Korean Wave has a negative and negligible effect on customer satisfaction, as shown by the path coefficient of -0.042, the t-statistic value of 1.012, and the P-values of 0.312. These findings lead to the rejection of H6. This result runs counter to earlier studies carried out in South Korea, which discovered that the Korean Wave had a favorable impact on international students' pleasure with Korean cuisine. This implies that additional tactics that give priority to consumer requirements and preferences in particular markets may need to be paired with cultural promotion through Korean Wave.

The Effect of Brand Ambassador on Customer Satisfaction

The results of this study show that brand ambassadors have a positive but statistically insignificant impact on customer satisfaction, with a t-statistic value of 1.309, a P-value of 0.425, and a path coefficient of 0.057. These results suggest that although ATEEZ, as a brand ambassador, helps to improve Nacific's reputation, its impact on customer satisfaction is negligible. Numerous things that have a greater impact on satisfaction could be the cause of this. This outcome is in contrast to other studies on the impact of brand ambassadors on Crystalin customer satisfaction, which discovered a favorable and noteworthy effect.

The Impact of Product Quality on Customer Satisfaction

The results of this assessment demonstrate that product quality has a considerable impact on customer satisfaction, as evidenced by the t-statistic value of 9.634 and P-values of 0.00. Customer happiness is positively impacted by product quality, according to the path coefficient of 0.535. These findings support the acceptance of H8. Customer satisfaction increases as a result of Nacific's superior product quality. This result is consistent with earlier studies that show a favorable and significant relationship between product quality and customer satisfaction (Kuswanto et al., 2023).

The Effect of Purchase Decision on Customer Satisfaction

With a t-statistic value of 6.282 and P-values of 0.00, the test results show that purchasing decisions have a considerable impact on consumer satisfaction. The path coefficient of 0.331 provides more evidence of the beneficial effect. Consequently, H9 is approved. This conclusion is consistent with other research demonstrating that purchasing decisions had a favorable and considerable impact on iPhone customers' customer satisfaction (Rosty & Hermiyetti, 2024).

The Role of Purchase Decision as Mediating Variable

The results show that purchase decision does not mediate the effects of fanaticism, Korean Wave, or brand ambassador on customer satisfaction, as these factors mainly influence emotions and perceptions rather than purchasing behavior or satisfaction levels. In contrast, purchase decision significantly mediates the relationship between product quality and customer satisfaction, indicating that perceived product quality shapes purchase decisions, which subsequently affect consumer satisfaction, consistent with prior findings (Tjahjono et al., 2021).

5. Conclusions

The findings show that fanaticism, the Korean Wave, and brand ambassadors have no significant effect on ATINY's purchase decisions or customer satisfaction toward Nacific products, although their influences tend to be positive or negative without statistical significance. In contrast, product quality has a positive and significant effect on both purchase decisions and customer satisfaction, while purchase decisions also significantly enhance customer satisfaction among ATINY. These results emphasize the central role of product quality in shaping consumer satisfaction, suggesting that Nacific should continue to innovate and improve its products to meet rising consumer expectations. Future studies are encouraged to include additional variables such as brand equity, brand trust, or customer experience, apply mixed-method approaches, and use broader samples across different fandoms or brands to provide deeper insights.

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