The Effect of Product Design and Digital Marketing on Buying Interest of TXT Boygroup Album Among K-pop Fans Generation Milennials and Z

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Abstract

This study is aimed to determine the impact of the Product Design, Digital Marketing and Buying Interest on the album of the boygroup TXT among K-pop Fans. The population in this Research is K-pop fans generation millennials and z. The sample in this study used convenience sampling and found 117 respondents. The primary data collection method in this study uses a questionnaire in the form of a google form. The data analysis technique in this study uses PLS (Partial Least Square). The result of this study indicates that the variable of Design Product and Digital Marketing has a positive and significant influence on Interest Buying.

Keywords: Product Design, Digital Marketing, Buying Interest

INTRODUCTION

Over the past twenty years, South Korean culture, especially Korean pop, also known as K-pop, has grown rapidly and globally. K-pop, especially in Asia, has experienced rapid growth in recent years. K-pop, a type of music that originated in South Korea, is already gaining popularity around the world, especially among teenagers and young adults. This growth is supported by sophisticated design products and digital marketing. It includes features including music videos, physical albums, digital albums, merchandise, and digital streaming platforms, among others. Korean pop music, also known as K-pop, is gaining popularity around the world. This is supported by physical K-pop album sales from 2011 to 2021, which continue to increase as new K-pop groups emerge every year.
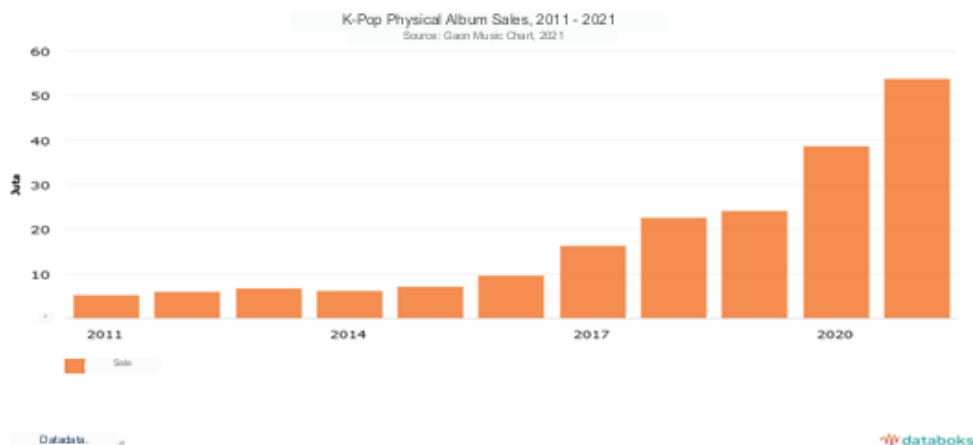
Sumber: databoks.katadata.co.id

One of the many 4th generation K-pop groups that has a lot of fans around the world is South Korean boygroup Tomorrow X Together (TXT). TXT consists of five members namely, Yeonjun, Soobin, Taehyun, Beomgyu, Hueningkai and debuted on March 4, 2019 under Big Hit Music (formerly known as Big Hit Entertainment), the same agency that manages worldwide idol boy group BTS.

The study of (Febrianti &; Sudrajat, 2021), "THE INFLUENCE OF PRODUCT DESIGN AND DIGITAL MARKETING ON THE PURCHASE DECISION OF K-POP MUSIC PHYSICAL ALBUMS IN SURABAYA", shows that the interest of potential buyers of K-pop physical albums is influenced by product design and digital marketing. The statement shows that interest in buying physical albums of K-Pop music will increase along with a greater variety of products and photocards, and more attractive colors, shapes, and appearances of the album. The influence of digital advertising on this buying interest in Indonesia. This statement shows that the more complete the information provided with social media (including Instagram, Twitter, Facebook, and YouTube), online store sites (including Ktown4u, Yes24, Apple Music, and YGSelect), and digital content promoted by the company, the higher the interest in buying physical albums of K-Pop music in Indonesia.

Explained by (Kotler &; Keller, 2015), "Design is the totality of features that influence how a product looks, feels, and functions for buyers". It is explained by explaining that product design is the totality of features that affect the appearance and function of a particular product based on what is required in terms of customer interests. Therefore, product design is a management tool that transforms the findings of consumer development research that has been carried out before into physical design and produced and sold for profit.

Explained by (Susanto, 2019), product design can be considered as the main component of the product. In addition, product design can increase buyer satisfaction because design variations can make buyers buy the same item again.

The purpose of this research is to find the influence of Product Design and Digital Marketing on Buying Interest of TXT Boygroup Album Among K-Pop Fans Generation Millennials and Z.

Literature Review
Product Design

Described by (Kotler &; Keller, 2015), design offers three things, namely, aesthetics, attractiveness, and function. Explained by (Ansah, 2017), Product design is the value contained in the product, attractive and unique product display, which categorizes products with competitors, attractive product designs and attractive results. Presented by (Kotler &; Gary, 2012) product design has several indicators, namely: (1) Form, (2) Quality, (3) Durability, (4) Style.
H1: Product Design Positively Influences TXT Album Buying Interest Among K-pop Fans of Millennials and Z Generation

Digital Marketing

Digital marketing means using various digital strategies and channels to interact with buyers where they spend the majority of their time, such as a business's website and online branding assets, such as digital advertising, email marketing, online brochures, and so on. Presented by (Antony Puthussery, 2020) Digital marketing is the activity of using digital technology to promote and sell goods and services with electronic media, visual advertising,

mobile phones, and the Internet. Digital Marketing Indicators Presented by (Smith, 2012) Digital Marketing indicators include: (1) Accessibility, (2) Interactivity, (3) Entertainment, (4) Credibility, (5) Informativeness.

H2: Digital Marketing Has a Positive Influence on TXT Album Buying Interest Among K-pop Fans of Millennials and Z Generation

Buying Interest

Presented by (Irvanto, 2020) One way to increase buying interest is to do promotions or inform potential buyers about income. As explained by (Sutisna, 2003), there are several indicators that can be used in determining buying interest, including: (1) Transactional interest, (2) Referential interest, (3) Preferential interest, (4) Exploratory interest.

METHOD

This study used a quantitative descriptive method with primary data collection techniques carried out through distributing questionnaires. This study uses an ordinal scale with Likert weighting (1-5). Sampling was carried out using the non-probability sampling method through a convenience sampling technique. The sample size for this research is 117 respondents. Data analysis in this study was carried out through descriptive analysis using the Partial Least Squares (PLS) method, and hypothesis testing was carried out using statistical methods supported by SmartPLS 4.0 software. The measuring tool used in this research is an online questionnaire made with Google Forms.

RESEARCH RESULTS AND DISCUSSION

The measurement model in this study uses exogenous variables with reflective indicators including Product Design variables (X1) and Digital Marketing (X2) as well as endogenous variables namely Buying Interest (Y) to measure the validity of indicators one of which is based on table output outer loading, that is by looking at the value of the factor loading, because in this modeling all indicators use reflective, the tables used are output outer loadings.

Table 1 Outer Loadings (Mean, STDEV, T-Values)

	Factor Loading (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)
X1.1 <- Product Design	0.878	0.876	0.030	29.295
X1.2 <- Product Design	0.909	0.905	0.024	37.182
X1.3 <- Product Design	0.889	0.886	0.029	30.743
X1.4 <- Product Design	0.893	0.890	0.030	29.554
X2.1 <- Digital Marketing	0.855	0.849	0.041	20.660
X2.2 <- Digital Marketing	0.908	0.903	0.028	32.561
X2.3 <- Digital Marketing	0.877	0.873	0.030	29.157

X2.4 <- Digital Marketing	0.905	0.900	0.028	32.791
X2.5 <- Digital Marketing	0.913	0.909	0.025	35.979
Y1.1 <- Buying Interest	0.779	0.774	0.067	11.666
Y1.2 <- Buying Interest	0.860	0.856	0.036	24.201
Y1.3 <- Buying Interest	0.903	0.902	0.020	46.009
Y1.4 <- Buying Interest	0.868	0.865	0.034	25.250

Source: Author's calculations, 2023

Based on the table above, the validity of the indicator is measured by looking at the factor loading value to the indicator, it is said that the validity is sufficient if it is greater than 0.5 and or the T-Statistic value is greater than 1.96 (z value at $\alpha = 0.05$). Factor loading is the correlation between indicators and variables, if it is greater than 0.5 it is considered that the validity is fulfilled as well as if the T-Statistic value is greater than 1.96 then the significance is fulfilled.

Based on the outer loading table above, all reflective indicators on the variables Product Design (X1), Digital Marketing (X2) and Buying Interest (Y) show a factor loading (original sample) greater than 0.50 and significant (the value of T-Statistics) is greater than the value of z $\alpha = 0.05$ (5%) = 1.96), thus the results of the estimation of all indicators meet Convergent Validity or it can be said that the validity is good. Measurement of indicator validity can also be seen from the Cross Loading table, if the loading factor value for each indicator for each variable is greater than the loading factor for each indicator for the other variables, then the loading factor is said to be valid, but if the loading factor value is smaller than the indicator for other variables, it is said to be invalid.

Table 2 Cross Loading

	Product Design (X1)	Digital Marketing(X2)	Buying Interest (Y)
X1.1	0.878	0.758	0.745
X1.2	0.909	0.805	0.796
X1.3	0.889	0.775	0.783
X1.4	0.893	0.867	0.799
X2.1	0.744	0.855	0.735
X2.2	0.764	0.908	0.724
X2.3	0.875	0.877	0.802
X2.4	0.799	0.905	0.778
X2.5	0.814	0.913	0.786
Y1.1	0.610	0.589	0.779
Y1.2	0.769	0.743	0.860
Y1.3	0.833	0.803	0.903
Y1.4	0.755	0.777	0.868

Source: Author's calculations, 2023

From the results of cross loading data processing, it is obtained that all loading factor values for each indicator (shaded) both for Product Design (X1), Digital Marketing (X2) and Buying Interest (Y) indicate the highest loading factor value. is greater than the indicator factors of other variables, so that it can be said that all the indicators in this study have fulfilled their validity or have good validity.

Average Variance Extracted (AVE)

The next measurement model is the Average Variance Extracted (AVE) value, which is the value indicating the magnitude of the indicator variance contained by the latent variable. Convergent AVE values greater than 0.5 indicate good adequacy of validity for latent variables. Reflective indicator variables can be seen from the Average Variance Extracted (AVE) values for each variable construct. A good model is required if the AVE value of each construct is greater than 0.5

Tabel 3 AVE & Composite Reliability

	AVE	Composite Realibility
Product Design (X1)	0.796	0.940
Digital Marketing (X2)	0.795	0.951
Buying Interest (Y)	0.729	0.915

Source: Author's calculations, 2023

AVE Test Results for the Product Design variable (X1) of 0.796, Digital Marketing variable (X2) of 0.795 and Buying Interest (Y) of 0.729, these three variables show a value of more than 0.5 so that over all the variables in this study can be said to have good validity.

Composite Reliability

Construct reliability as measured by the composite reliability value means that a construct is said to be reliable if the composite reliability value is above 0.70, the indicator is called consistent in measuring its latent variables. In table 4.9 the results of the composite reliability test show that the Product Design variable (X1) is 0.940, the Digital Marketing variable (X2) is 0.951 and Buying Interest (Y) is 0.915, the three variables show the Composite Reliability value above 0.70 so that it can be said that all variables in this study are reliable and all constructs can consistently measure their latent variables.

Latent Variable Correlations

In PLS the relationship between variables or constructs with one another can be correlated with one another, both exogenous and endogenous variables, or exogenous and endogenous variables, as shown in the table of latent variable correlations above. The relationship between one variable and another has a maximum correlation value of 1, the closer the value is to 1, the better the correlation.

Table 4 Latent Variable Correlations

	Product Design (X1)	Digital Marketing (X2)	Buying Interest (Y)
Product Design (X1)	1.000		
Digital Marketing (X2)	0.899	1.000	
Buying Interest (Y)	0.875	0.860	1.000

Source: Author's calculations, 2023

From the table of latent variable correlations above, the average correlation value between one variable and another shows an average correlation value that is moderate. The highest correlation value is found between the Product Design variable (X1) and Digital Marketing (X2) of 0.899. It can be stated that among the variables in the research model, the relationship between the Buying Interest variable (X1) and Digital Marketing (X2) shows a stronger relationship than the relationship between other variables, this can also be interpreted that in this research model the level of Product Design is high or low more influenced by Digital Marketing.
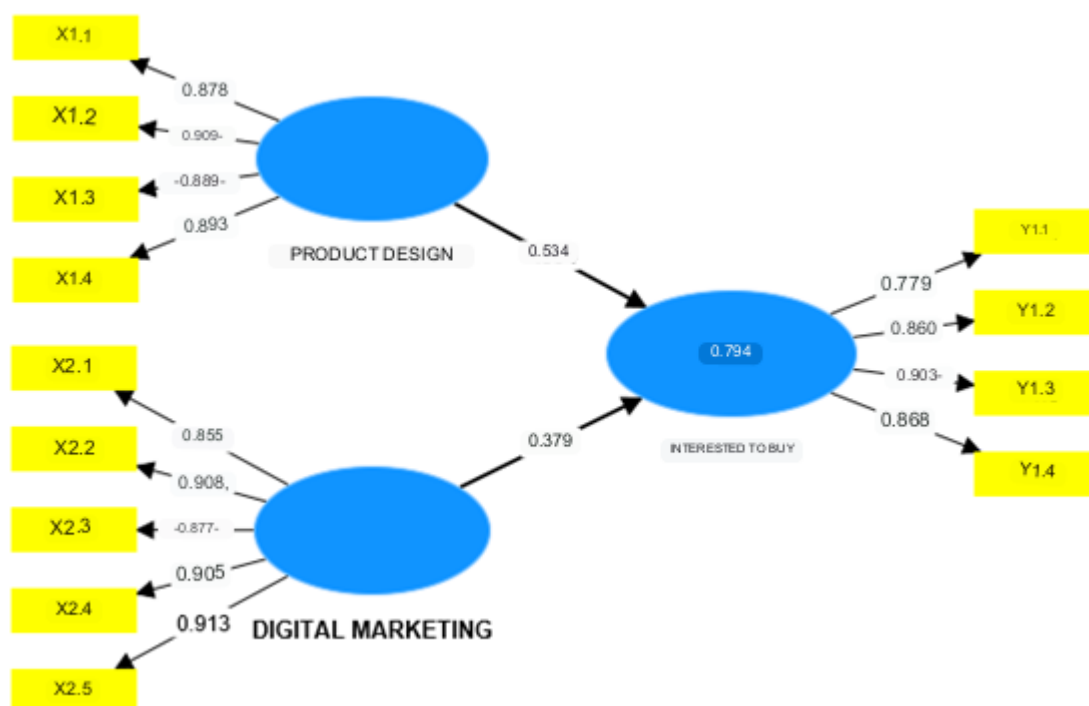
PLS Model Analysis

Figure 1. Outer Model with Factor Loading, Path Coefficient and R-Square

Source: Author's calculations, 2023

From the PLS output image above it can be seen that the magnitude of the factor loading value for each indicator is located above the arrows between the variables and indicators, you can also see the path coefficients which are above the arrows between exogenous variables and endogenous variables. In addition, it can also be seen that the magnitude of the R-Square is right inside the circle of endogenous variables (Buying Interest variables).

Inner Model (Structural Testing)
Testing of the structural model is carried out by looking at the R-Square value which is the Goodness-fit model test. Inner model testing can be seen from the R-Square value in the equations between latent variables. The value explains how much the exogenous variables in the model are able to explain the endogenous variables

Table 5 R-Square

	R-square
Buying Interest (Y)	0.794

Source: Author's calculations, 2023

Value = 0.794 It can be interpreted that the model is able to explain the phenomenon of Buying Interest which is influenced by independent variables including Product Design and Digital Marketing with a variance of 79.4% while the remaining 20.6% is explained by other variables outside the research this (besides Product Design and Digital Marketing).

Hypothesis test

Furthermore, for testing the hypothesis, it can be seen from the results of the coefficients and T-Statistic values from the inner model in the following table

Table 6 Path Coefficients (Mean, STDEV, T-Values, P-Values)

	Original sample (O)	**Sample mean (M)**	**Standard deviation (STDEV)**	**T statistics (|O/STDEV|)**	**P values**
Product Design -> Buying Interest	0.534	0.534	0.096	5.540	0.000
Digital Marketing -> Buying Interest	0.379	0.379	0.102	3.708	0.000

Source: Author's calculations, 2023

From above, it can be concluded that:
1. Product Design (X1) positively affects Buying Interest (Y) is acceptable, with a path coefficient of 0.534, and a T-statistic value of 5.540 greater than the value of Z $\alpha = 0.05$ (5%) = 1.96, or a p-value of $0.000 < 0.05$. Then it can be said to be Significant (Positive).
2. Digital Marketing (X2) positively affects Buying Interest (Y) is acceptable, with a path coefficient of 0.379, and a T-statistic value of 3.708 greater than the value of Z $\alpha = 0.05$ (5%) 1.96, or a p-value of $0.000 < 0.05$. Then it can be said to be Significant (Positive).

The Effect of Product Design on Buying Interest

Referring to the results of research that has been carried out, it was found that Product Design has a major impact on buying interest and can be accepted, it can be interpreted that product design has a role in increasing buying interest in purchasing TXT boy group albums. This shows that the product design on the TXT boy group album has met the needs, desires and expectations of potential buyers, so that prospective buyers feel satisfied and want to buy the TXT boy group album.

Based on the results of the questionnaire that has been distributed, respondents show that the Loading Factor that has the greatest impact on product design on buying interest is a quality indicator. This happens because prospective buyers want good quality, specifications, and quality from the TXT boy group album.

The results of previous research, (Susanto, 2019) found that product design has a positive and significant influence on buying interest, as well as other studs, (Alif Ravelby et al., 2019) found that product design has a significant influence on buying interest, which shows that buyers want to buy these items. It is proven that product design has a significant influence on buying interest. It is proven that prospective buyers have an interest in buying if the product design provided is according to their needs and desires, then the level of buying interest is also increasing.

The Effect of Digital Marketing on Buying Interest

Referring to the results of research that has been carried out, it was found that Digital Marketing has a major impact on buying interest in TXT boy group albums and can be accepted, it can be interpreted that digital marketing has a role in increasing buying interest in buying TXT boy group albums. This shows that digital marketing on the TXT boy group album has an influence on the number of fans in using digital marketing to find about the TXT boy group album.

Based on the results of the questionnaire that has been distributed, it shows respondents' answers that the Loading Factor that has the greatest impact on digital marketing on buying interest is the informativeness indicator. This happens because prospective buyers are looking for various information about the TXT boy group album with various digital platforms.

Previous research (Alya Rahmadhanty and Helni Mutiarsih Jumhur, 2020) found that the digital market has a positive and significant impact on buying interest, and research by (Aryani, 2021) found that digital marketing has a positive impact on a product. It is proven that prospective buyers have buying interest if digital marketing is provided with various platforms with information about the album, then the level of buying interest is also increasing.

CONCLUSION

Based on the results of research that has been carried out, conclusions are obtained including: (1) Product Design can contribute to the Buying Interest of TXT boy group albums which means that the better the quality, specifications, and standards regarding TXT boy group albums offered, the greater the encouragement of buyer buying interest in TXT boy group albums. (2) Digital Marketing can contribute to the Buying Interest of TXT boy group albums, which means that if the informativeness about TXT boy group albums is widespread and easy to access, the higher the desire to buy TXT boy group albums.

Based on the results above, several suggestions can be found to be taken into consideration in decision making, namely: (1) In each indicator, there must be weaknesses, weaknesses owned by product design variables (X1), namely endurance indicators, prospective buyers still tend to disagree with it, the alternative that must be done is to provide innovation in the packaging of the TXT boy group album, Among other things, changing the material in making the album so that the album is not easily damaged. (2) It is expected that the TXT boy group album will continue to maintain and add to the product design regarding the quality offered to prospective buyers so that prospective buyers can compare the quality, specifications, and standards regarding the TXT boy group album with the quality of other albums so that buying interest in the product is even greater. (3) It is expected that the TXT boygroup album will continue to maintain and add digital marketing regarding album information offered to prospective buyers so that prospective buyers can update about the release and information on the contents of the TXT boygroup album with easy and wide access so that the desire to buy the product is even greater with the existing information.

ACKNOWLEDGEMENTS

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