

The Influence Of Product Quality And Fanatism On The Purchase Decision Of Mie Lemonilo X Nct Dream Products

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ABSTRACT

This study aims to analyze the effect of product quality and fanaticism on purchasing decisions for Lemonilo x NCT Dream noodles. The approach used is quantitative with independent variables of product quality and fanaticism, and dependent variables of purchasing decisions. Primary data were collected through questionnaires from 100 respondents who were Indonesian NCTzens, using the non-probability sampling method and calculated using the Slovin formula. Data analysis was carried out using SPSS 26. The results showed that product quality and fanaticism significantly influenced purchasing decisions both partially and simultaneously. The coefficient of determination (Adjusted R Square) of 59.5% indicates that purchasing decisions are influenced by product quality and fanaticism, while 40.5% is influenced by other factors not studied.

Keywords: Product Quality, Fanaticism, Purchasing Decision

INTRODUCTION

As we know, instant noodles are one of the favorite fast foods from children to adults, with various flavors. Although instant noodles are delicious and practical and do not take long to make, consuming too much instant noodles can have negative effects.

According to data from the World Instant Noodle Association (WINA), instant noodle consumption in the world reached 121.2 billion servings in 2022, this figure increased by 2.55% compared to the previous year (year-on-year/yoy) with a consumption of 118.18 billion servings. (Source: katadata.id)

Several countries are on the list of countries with the largest instant noodle consumption in the world in 2022. China is still the world's largest instant noodle consumer with 45.07 billion servings or equivalent to 37.18% of the total instant noodle consumption worldwide last year. Meanwhile, instant noodle consumption in Indonesia is the second largest with 14.26 billion servings, which accounts for 11.76% of the world's instant noodle consumption. The next largest instant noodle consuming country is Vietnam with 8.48 billion servings. Followed by India with noodle consumption of 7.58 billion servings, Japan with 5.98 billion servings, the United States with 5.15 billion servings, the Philippines with 4.29 billion servings, South Korea with 3.95 billion servings, Thailand with 3.87 billion servings and Brazil with 2.83 billion servings. (Cindy Mutia, 2023)

In Indonesia itself, fried noodles are the favorite instant noodles of the Indonesian people. Unfortunately, the large amount of instant noodle consumption causes health problems for the Indonesian people. This is where Lemonilo comes by providing a choice of instant noodles, namely Lemonilo Instant Fried Noodles in 2017. With the increasing number of instant noodle products on the market, it means giving consumers the freedom to choose a brand that suits their wishes. Therefore, the company needs to analyze the behavior

of consumers of the product to determine their purchasing patterns. In a business, the company faces quite tough competition, from other instant noodle products. A company definitely wants to continue to grow to increase its sales value by maintaining its position from the threat of competitors and to increase revenue. Consumers will always demand quality, safe, varied products and appropriate prices. So the company must be able to influence consumers in making purchasing decisions.

(Wiwaha, 2022) Best-selling Instant Noodle Sales Data on Shopee and Tokopedia for the Period 17-31 January 2022. Lemonilo managed to rank fourth in the list of top best-selling fried instant noodle brands with a sales volume reaching 4.3%.

The best-selling and leading product of this healthy noodle brand is fried instant noodles in collaboration with NCT Dream with chicken onion, chicken curry and Korean spicy flavors. The advantage of lemonilo products is that they are made from natural ingredients without MSG. The following top brand list is the result of internal research by the Kompas team using the online crawling method on the Shopee and Tokopedia platforms.

Table 1. Top Brand List

No	Brand	Sales Volume
1.	Indomie	40.5%
2.	Delicious	22.3%
3.	Best Wok	4.6%
4.	Lemon	4.3%
5.	Nong Shim	2.3%
6.	Pop Mie	1.8 %
7.	Wings	1.6%



Figure 1. Lemonilo Tagline

Image source: (instagram lemonilo)

Lemonilo, as a pioneer in providing products without 3P (Preservatives, Colorings, and Artificial Flavors), invites the Indonesian people to adopt a healthy lifestyle by providing products that are easily available, delicious, and affordable, ranging from instant noodles, snacks, to cooking spices. One of its flagship products is Lemonilo instant noodles which are made from natural ingredients, still prioritizing taste, and have various benefits. Lemonilo noodles are free from harmful preservatives, making them safer to consume (Fitrianti, 2022). Unlike instant noodles in general which are fried at high temperatures, Lemonilo noodles are processed by baking, making them lower in fat. In addition, these noodles contain vegetable essence such as spinach and turmeric as natural coloring. Lemonilo offers six flavor variants, including Chicken Curry and Korean Spicy, and can be created with various toppings. Not only delicious and practical, Lemonilo noodles also

support a healthy lifestyle by including a fit card containing health information in each package.

With the quality of the product, Lemonilo continues to improve the quality of its products and has the initiative to satisfy consumer desires. In the midst of the Korean Wave phenomenon growing rapidly in various parts of the world today, including Indonesia. As we all know, Korea is known for various entertainment media to attract public attention such as actresses, actors, singers, girl groups and boy groups. One of the most enjoyed parts of the Korean wave in Indonesia is in the field of music known as Korean pop or K-Pop. The enjoyment of K-Pop music has given rise to various fan groups as supporters of K-Pop idols which are usually called fandoms. For K-Pop fans, fandom is short for fan kingdom, which means a collection of fans or fan clubs.

Twitter is *platforms* social media that people use to communicate in short messages. Twitter was first launched in 2006, but now Twitter has changed its name to *X.Platform* which has been loved by k-pop fans for a long time, to get news and information about their idols through agency accounts or even their own idol accounts. All tweets related to K-Pop are known to continue to rise, which initially had 6.1 billion K-Pop tweets in the first semester of 2020, reaching 7.8 billion K-Pop tweets worldwide as of January 27, 2022.

Based on the report *unique voices on Twitter*, it is known that around 20 countries tweet about K-Pop the most, including Indonesia which is ranked 1st as the country that talks about K-Pop the most on the social media platform Twitter.

With many enthusiastic and active fans, Indonesia ranks 1st as the country with the most K-Pop fans. One of them is the NCT group which is in 2nd place on the list as the most talked about K-Pop Artist by netizens on Twitter in 2021.

NCT itself stands for Neo Culture Technology, a boy group from South Korea formed by SM Entertainment. NCT has 26 members divided into several sub-units, namely, NCT U, NCT 127, NCT Dream, WayV, NCT DJJ and the latest NCT Wish.

By utilizing the Korean wave phenomenon that has given birth to fanaticism, changes in consumer behavior and loyalty, this is very interesting to become a lucrative business opportunity.

Likewise, several local brands have started to make Korean Idols as Brand Ambassadors for their products. One of the industries (food and beverage) in Indonesia that uses the services of Korean celebrities is (PT Lemonilo Indonesia Sehat) with its product Mie Instan Lemonilo. Seeing this phenomenon, Lemonilo as a healthy lifestyle brand from Indonesia popularizes various products without preservatives, colorings and flavor enhancers (3P) to the public.

Lemonilo officially introduces one of NCT's units, NCT Dream, as Brand Ambassador. NCT Dream is a boy group from South Korea consisting of seven members, namely Mark, Renjun, Jeno, Haechan, Jaemin, Chenle, and Jisung. The selection of NCT Dream as Lemonilo's Brand Ambassador has become a topic of conversation among K-pop fans, especially NCTzen, the name for NCT fans. K-Pop fans also tend to like buying everything related to their idols, including when their idols become Brand Ambassadors.

Image source: (instagram lemonilo)



Figure 2. Lemonilo x NCT Dream

In the Lemonilo x NCT Dream press conference, ShintaNurfauzia, as CEO and Co-founder of Lemonilo, explained that specifically lemonilo surprised the mother and child-teen market, because we see the younger generation as the most important to be able to start a healthy life. She also said that the selection of NCT Dream as a candidate for Lemonilo's Brand ambassador came from a public petition via social media asking the company to make NCT Dream the Lemonilo Brand ambassador.

On the same occasion, Ronald Wijaya as Lemonilo's Co-CEO explained that Lemonilo's collaboration with NCT Dream will present many new initiatives. One of them is the special packaging of Lemonilo x NCT Dream noodles, where inside the packaging there is a health tips card or photocard. With this initiative, Lemonilo hopes that the Indonesian people, including NCT Dream fans, can get closer to the figures they idolize. *Brand ambassador* is an advertising supporter or also called a product spokesperson who is chosen from famous people who have an attractive appearance to attract the attention and memory of consumers.

Every purchase of Mie Lemonilo in collaboration with NCT Dream has the opportunity to get a photocard or Fit card. As a kpop fan, collecting photocards has certainly become part of the activities carried out by fans. Well, this Photocard is what NCT Dream fans are after to collect.



Image source: (instagram lemonilo)

Figure 3. Lemonilo special packaging and NCT Dream Photocard

The selection of NCT Dream as Brand Ambassador can trigger fan enthusiasm. Fan fanaticism as a tendency that exists within humans can occur in various aspects of life, such as national, religious, political, ethnic, racial, consumer, and other fanaticism. The fanaticism discussed in this study is fanaticism that occurs among fans. They have the potential to become fanatics related to the many factors around them. Because they are too fanatical, they are very loyal to their idols and even to the brands that work with them. This is what is expected to increase consumer purchasing interest.

One example of NCT Dream fans' excessive enthusiasm that is detrimental to various parties is opening the Lemonilo Instant Noodle packaging just to take the photocard prize and then leaving it there.



Image source : (<https://www.kompas.com/tren/read/2022/01/26/212511865/ramai-soal-bungkus-lemonilo-disobek-diduga-mencari-photocard-nct-dream?page=all>)

Figure 4. Lemonilo instant noodle packaging torn by a criminal

Reported from kompas.com (Verencia, 2022) The case went viral on Twitter and was immediately responded to by Satrio Pinandhito as Lemonilo's Public Relations & Communications Manager, saying that the stock and production of Lemonilo x NCT Dream Instant Noodles will run for 1 year, so the public, especially NCT Dream fans, are advised not to panic buy to the point of damaging the packaging just to take the photocard. Not only that, Lemonilo also released an official statement via the Instagram account @Lemonilo via Instagram Story as a form of anticipation and to minimize cases like this from happening again in the future (Noviandi, 2022).



Image source: (<https://www.warna.com/pressrelease/2022/01/26/234245/pernyataan-resmi-lemonilo-soal-kas-fans-nct-dream-besar-mi-instan-di-mini-market>)

Figure 5. Lemonilo Account's Response Regarding Its Product's Viral Case

A purchasing decision made by a consumer is based on their desires and needs for a product and many factors can underlie the decision. The quality of the product and brand image offered by a company can be factors that consumers consider in purchasing lemonilo.

Product quality is one of the factors that is an important consideration in consumer purchasing decisions.

According to Kotler and Keller (2009), product quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs.

According to Kotler and Armstrong (2008), product quality is a potential strategic weapon to defeat competitors. The ability of product quality to show various functions including durability, reliability, accuracy, and ease of use.

Many local Indonesian brands collaborate with artists from South Korea, which makes the brand have a unique and interesting marketing plan so that the brand can survive and not be rivaled by other brands.

This problem was taken by the author because of the enthusiasm of fans towards their idols. As we know, fans are identical with their fanaticism. From this fanaticism, consumer behavior will emerge so that fans can continue to support their idols. As one of the current global trends and indirectly makes some people, especially Kpop fans, behave consumerist.

According to Goddard (2001) fanaticism is a view or belief about something positive or negative, and this belief has no theoretical basis but is deeply held by the individual. The object of fanaticism can refer to brands, products, people, television shows and other consumption activities.

Meanwhile, according to Thorne and Bruner (2006) fanaticism is described as a daily routine. He explains fanaticism as the development of opinions and extreme feelings towards something that can have the risk of harming others.

This situation makes Lemonilo choose brand ambassador as one of the promotional strategies. Artists or celebrities who are chosen to be brand ambassadors must be in line with the goods they want to promote and must also be able to influence consumers so that consumers make purchasing decisions.

According to Kotler and Armstrong (2008:181) in (Dedhy Pradana, 2017), it is stated that consumer purchasing decisions are to buy the most preferred brand.

Meanwhile, according to Kotler and Keller (2016:194), consumer purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and desires.

Like Lemonilo, which has chosen boy group NCT Dream as its brand ambassador, considering the image of the boy group NCT Dream and the enthusiasm of fans when NCT Dream was reported to be Lemonilo's brand ambassador.

Based on previous research conducted by Eva Karla and Stevianus (2020) in a journal entitled "The Influence of Product Quality, Brand Image and Promotion on Lemonilo Noodle Purchasing Decisions", the results of the study showed that the variables of Product Quality, brand image and promotion partially have a significant effect on purchasing decisions and simultaneously product quality, brand image and promotion have an effect on purchasing decisions. With the same object, researchers refer to one dependent variable, namely purchasing decisions, as well as one independent variable of product quality and add one independent variable of fanaticism to be studied.

In a previous research journal conducted by Nafisah Halimi, Achmad Hasan Hafidzi and Nursaidah (2023) entitled "The Influence of Fanaticism, Brand Image, Product Quality on Eiger Product Purchasing Decisions at Lippo Mall Jember", based on the results of the t-test analysis in their research, it did not have a significant influence on purchasing decisions, while brand image and product quality had a significant influence on purchasing decisions for Eiger products at Lippo Mall Jember. Researchers will use the same two independent variables, namely product quality and fanaticism and the dependent variable of purchasing decisions by changing the object of study to Lemonilo noodles.

METHOD

The approach used in this study is quantitative, where this method is based on the philosophy of positivism and aims to test hypotheses through statistical analysis (Sugiyono, 2019). This study is associative, which aims to explain the relationship between independent variables, namely product quality and fanaticism, to the dependent variable, namely purchasing decisions (Sugiyono, 2018). The study population was NCT Dream fans who followed the Twitter account @NCTDreamINA, with a total of 425,814 accounts, and a sample of 100 respondents was determined using the Slovin formula. The sampling technique used was purposive sampling with certain criteria. Data were collected through an online questionnaire using a Likert scale, then analyzed with SPSS 26 through validity, reliability, classical assumptions, and multiple linear regression tests.

RESEARCH RESULT

1. Results of Multiple Linear Regression Analysis Test

Testing through multiple linear regression was conducted to analyze the influence of product quality, brand image, fanaticism on purchasing decisions. The results of the analysis were based on the coefficient values of the regression results between product quality features (X1) and fanaticism (X2) as independent variables and purchasing decisions (Y) as dependent variables.

Table 2. Multiple Linear Regression Analysis Test Results Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.325	3,646		-.363	.717
	Product Quality	.553	.076	.531	7.278	.000
	Fanaticism	.448	.089	.367	5.032	.000

a. Dependent Variable: Purchase Decision

Source: SPSS 26 processed data

Based on table 2 above, the results of multiple linear regression between product quality (X1), fanaticism (X2) and purchasing decisions (Y) are obtained. $Y = -1.325 + 0.553X_1 + 0.448X_2$

2. Hypothesis Analysis

Testing of each hypothesis was carried out by testing the significance (real influence) of the independent variables (product quality, fanaticism) both partially and simultaneously and conducting statistical T tests (T-test) and F tests (F-test) at the 5% level ($= 0.05$). α

a. T-Test Results

Table 3. T-Test Results (Partial) Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.325	3,646		-.363	.717
	Product Quality	.553	.076	.531	7.278	.000
	Fanaticism	.448	.089	.367	5.032	.000

a. Dependent Variable: Purchase Decision

Source: SPSS 26 processed data

Based on the results of the t-test above, the following conclusions can be drawn:

- The significance value of the product quality variable (X1) is $0.000 < 0.05$ or the calculated t value is $7.278 > 1.661$ t table so it can be concluded that H1 is accepted and H0 is rejected, meaning that there is an influence of product quality (X1) on purchasing decisions (Y).
- The significance value of the fanaticism variable (X2) is $0.000 < 0.05$ or the calculated t value is $5.032 > 1.661$ t table so it can be concluded that H2 is accepted and H0 is rejected, meaning that there is an influence of fanaticism (X2) on purchasing decisions (Y).

b. F Test Results

The F test is used to test whether there is an influence of all independent variables (product quality and fanaticism) together (simultaneously) on the dependent variable (purchase decision). The basis for this decision making is if the significance value is < 0.05 or $>$, then there is an influence of the product quality and fanaticism variables on the purchasing decision variable. Conversely, if the significance value is > 0.05 or $<$, then there is no influence of the product quality and fanaticism variables on the purchasing decision variable. $F_{hitung} F_{tabel}$

Table 4. F Test Results (Simultaneous)
ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1607.411	2	803.705	73,854	.000b
	Residual	1055.589	97	10,882		
	Total	2663.000	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Fanaticism, Product Quality

Based on table 4.14 above, it can be seen that the significance value for the influence of product quality variables (X1) and fanaticism (X2) on purchasing decisions (Y) is $0.000 < 0.05$ and the value is $73.854 > 2.70$. So it can be concluded that H3 is accepted and H0 is rejected, which means that the product quality variables (X1) and fanaticism (X2) have a simultaneous effect on purchasing decisions (Y). $F_{hitung} F_{tabel}$

3. Results of the Determination Coefficient Test (R2)

The coefficient of determination is used to see the ability of independent variables (product quality, brand image, fanaticism) in explaining dependent variables (purchase decisions). Where the adjusted R-Square value approaches one, the independent variable provides almost all the information needed to predict the variation of the dependent variable.

Table 5. Test Results Coefficient of Determination (R2)
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1	.777a	.604	.595	3.29884
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a. Predictors: (Constant), Fanaticism, Product Quality

b. Dependent Variable: Purchase Decision

Source: SPSS 26 processed data

Based on the table above, the Adjusted R square value is 0.595. This value shows that the product quality and fanaticism variables on purchasing decisions are 0.595 or equivalent to 59.5% and the remaining 40.5% are influenced by other factors.

DISCUSSION

1. The Influence of Product Quality on Purchasing Decisions for Mie Lemonilo x NCT Dream Products

Based on the results of the t-test, the significance value of the product quality variable is $0.000 < 0.05$ or the calculated t value is $7.278 > 1.661$ t table so it can be concluded that H1 is accepted and H0 is rejected, meaning that there is an influence of product quality on purchasing decisions for Mie Lemonilo products. This is in line with the research of Eva Karla and Stevianus (2020) which states that Product Quality has a significant effect on Purchasing Decisions. So that with good product quality, it can increase purchasing decisions.

2. The Influence of Fanaticism on the Purchase Decision of Mie Lemonilo x NCT Dream Products

Based on the results of the t-test, the significance value of the fanaticism variable is $0.000 < 0.05$ or the calculated t value is $5.032 > 1.661$ t table so it can be concluded that H2 is accepted and H0 is rejected, meaning that there is an influence of fanaticism on purchasing decisions for Mie Lemonilo products. This is in line with research conducted by Yella Nova Khoiriah and Ginanjar Rahmawan (2022) which states that Fanaticism has a significant effect on Purchasing Decisions. So that with fan fanaticism can increase purchasing decisions.

3. The Influence of Product Quality and Fanaticism Simultaneously on the Purchase Decision of Mie Lemonilo x NCT Dream Products

Based on the results of the f test, the significance value for the influence of product quality and fanaticism variables on purchasing decisions is $0.000 < 0.05$ and a value of $73.854 > 2.70$. So it can be concluded that H3 is accepted and H0 is rejected, which means that the product quality and fanaticism variables have a simultaneous effect on purchasing decisions for Mie Lemonilo products. $F_{hitung} > F_{tabel}$ The value of the Determination Coefficient is 0.595. This value shows that the variables of product quality and fanaticism towards purchasing decisions are 0.595 or equivalent to 59.5% and the remaining 40.5% is influenced by other factors.

CONCLUSION

Based on the test results and discussion, it can be concluded that product quality and fanaticism have a significant effect on the purchasing decision of Lemonilo x NCT Dream noodles. The t-test results show that product quality has a significance value of $0.000 < 0.05$ with a calculated t of $7.278 > t$ table 1.661, which means that good product quality can increase purchasing decisions. Fanaticism also has a significant effect on purchasing decisions with a significance value of $0.000 < 0.05$ and a calculated t of $5.032 > t$ table 1.661, indicating that fan fanaticism can increase purchasing decisions. Simultaneously, product quality and fanaticism have an effect on purchasing decisions with a significance value of

0.000 < 0.05 and a calculated F of 73.854 > F table 2.70, which means that the implementation of good product quality and strong fanaticism can significantly increase purchasing decisions. Therefore, the Lemonilo company is advised to continue to maintain product quality and durability and innovate in product variations to increase sales. Further research can examine other variables that influence purchasing decisions with different subjects or research settings to obtain more in-depth results. Meanwhile, for NCT Dream fans, in supporting products that collaborate with idols, they should still consider the impacts that do not harm many parties.

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