

**THE EFFECT OF PRODUCT PLACEMENT AND BRAND AWARENESS
ON PURCHASE INTENTION WITH BRAND IMAGE AS A MODERATING
VARIABLE
(Kopiko Candy Among Korean Drama Viewers in Malang City)**

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Abstract

This study aims to analyze the influence of product placement and brand awareness on purchase intention, with brand image as a moderating variable among Korean drama viewers in Malang City. This study uses a quantitative approach with an associative research type. The sampling technique used purposive sampling with a total of 140 respondents who have watched Korean dramas and seen Kopiko products in Korean dramas. Data collection was conducted through an online questionnaire using a five-point Likert scale, while data analysis used the Structural Equation Modeling (SEM) method based on Partial Least Square (PLS) with the help of SmartPLS. The results show that product placement and brand awareness have a positive and significant effect on purchase intention. In addition, brand image is able to moderate the relationship between product placement and purchase intention, but is unable to moderate the relationship between brand awareness and purchase intention. The results of this study indicate that Kopiko product placement in Korean dramas and high brand awareness can increase consumer purchasing interest. This study is expected to be a reference for companies in developing marketing strategies through entertainment media and building a positive brand image to increase consumer purchase intention.

Keywords: *Product Placement, Brand Awareness, Brand Image, Purchase Intention, Korean Drama*

1. INTRODUCTION

The development of information technology and digital media has significantly changed marketing communication patterns and consumer behavior. Consumers no longer passively receive information but actively seek and interpret it through digital media and streaming services (Evanita et al., 2023). One rapidly growing phenomenon in Indonesia is the increasing popularity of Korean dramas. According to a 2025 Jakpat survey, 51% of Indonesian respondents admitted to watching Korean dramas in the past six months. The high public interest in Korean dramas makes these shows not only serve as entertainment but also as an effective marketing medium in shaping public perceptions and consumption behavior, particularly among the younger generation (Wibowo et al., 2024).

Companies exploit this phenomenon through product placement strategies, which naturally place products within drama storylines to make them more memorable to consumers (Cheng & Nagai, 2024). One Indonesian product frequently featured in Korean dramas is Kopiko candy, seen in dramas like Vincenzo (2021), Little Women (2022), Taxi Driver 2 (2023), and Marry My Husband (2024). Repeated product appearances can increase consumer brand awareness and influence audience purchase intention. According to Bandura, (1986), individuals learn behavior through observation, so exposure to products in entertainment media has the potential to influence consumption decisions. However, product placement's effectiveness is inconsistent, as some consumers may perceive the strategy as overly commercial (Avramova et al., 2022).

Besides product placement, brand awareness is also a crucial factor in shaping purchase intention. According to Kotler & Keller, (2016), brand awareness indicates a consumer's ability to recognize and remember a brand. Kopiko's frequent appearances in Korean dramas have the potential to increase consumer awareness of the brand. This is supported by a 2024 GoodStats survey, which found Kopiko to be a favorite coffee candy brand in Indonesia. Research by Mussalam et al., (2025) indicates that brand awareness has a positive effect on purchase intention. However, research by Udin & Vania, (2025) found that brand awareness has no significant effect on purchase intention. These differences in research results indicate inconsistent empirical findings regarding the relationship between brand awareness and purchase intention.

Research by Syafikah & Asnawi, (2024) explains that consumer perceptions of a brand can be formed through experience and repeated exposure to information received through digital media. Furthermore, research by Taufiqurrahman & Hasan, (2024) shows that brand image has a positive and significant influence on purchase intention. According to Keller, (2003), brand image is a collection of perceptions and associations stored in consumers' memory about a brand. In the context of this research, Kopiko is not only known as a local Indonesian product but also gained international exposure through Korean dramas, thus potentially forming a positive brand image in the eyes of consumers. Therefore, brand image is suspected to be able to strengthen the relationship between product placement and brand awareness on purchase intention.

Differences in previous research results indicate a research gap regarding the influence of product placement and brand awareness on purchase intention. This study has an element of novelty by placing brand image as a moderating variable in the relationship between product placement and brand awareness on purchase intention among Korean drama viewers in Malang City. Previous research generally only tested the direct effect between variables, while research on the moderating role of brand image in the context of local Indonesian products gaining global exposure through Korean dramas is still relatively limited. Therefore, this study aims to analyze the influence of product placement and brand

awareness on purchase intention and examine the role of brand image in moderating this relationship among Korean drama viewers towards Kopiko candy products in Malang City.

1. RESEARCH METHOD

The research method used is a quantitative approach with an associative research type to analyze the relationship between variables. The independent variables in this study consist of product placement and brand awareness, while purchase intention is the dependent variable and brand image is the moderating variable. The research population is Korean drama viewers in Malang City who have seen Kopiko products in Korean dramas. The sampling technique used purposive sampling with the following respondent criteria: aged 15–44 years, have watched Korean dramas in the last five years, have seen Kopiko products in Korean dramas, and live in Malang City with a total sample obtained of 140. Data collection was carried out through an online questionnaire using a five-point Likert scale.

Data analysis used the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS) with the assistance of SmartPLS. Testing included convergent validity, discriminant validity, and reliability tests using Cronbach's alpha and composite reliability values. Furthermore, the inner model was tested using the R-square value, while hypothesis testing was conducted using a bootstrapping procedure to determine the direct and moderating effects between variables.

Table 1 Distribution of Characteristics of Research Respondents

Gender	Percentage	Age	Percentage	Residence	Percentage
Woman	34,3%	15–20 years	18,6%	Kedungkandang	24,3%
Man	65,7%	21–30 years	62,9%	Sukun	23,6%
		31–40 years	14,3%	Blimbing	21,4%
		41–44 years	4,3%	Lowokwaru	19,3%
				Klojen	11,4%

Source: SmartPLS Processing Results (2026)

This study involved 140 respondents who had watched Korean dramas and had seen Kopiko products in Korean dramas. This study then presented the characteristics of respondents based on gender, age, and domicile as shown in Table 1. Based on the table, the majority of respondents were female with a percentage of 65,7%, while men were 34,3%. Based on age, the majority of respondents were in the 21-30 year age range with a percentage of 62,9%. Meanwhile, based on domicile, most respondents came from Kedungkandang and Sukun Districts with a percentage of 23,6% each. This shows that the study was dominated by young adult women spread across several areas of Malang City.

2. RESULTS AND DISCUSSION

3.1 Descriptive Analysis

According to Sugiyono, (2020), descriptive analysis is a method used to describe or illustrate collected data as it is without the intention of drawing general conclusions or generalizations. Descriptive analysis aims to provide an overview of the characteristics of respondents and the distribution of their responses to research variables, thus facilitating researchers' understanding of the overall data.

In this study, descriptive analysis was used to describe the characteristics of Korean drama viewers in Malang City based on age, gender, and experience watching Korean dramas. Furthermore, descriptive analysis was also used to observe the tendency of respondents' answers to the variables of Product Placement, Brand Awareness, Brand Image, and Purchase Intention through the average value (mean) of each research indicator. The results of this descriptive analysis served as the initial basis before testing the measurement model (outer model) and structural model (inner model) using the SEM-PLS method with the help of the SmartPLS application.

3.2 Outer Model

3.2.1 Convergent Validity Test

The purpose of validity testing is to ensure that the research instrument measures variables accurately and relevantly, ensuring reliable data. According to Hair et al., (2021), convergent validity is used to measure the relationship between indicators within the same construct.

Table 2. Convergent Validity Test Results

Variables	Item	Factor Loading	Information
X1. Product Placement	X1.1	0.891	Valid
	X1.2	0.846	Valid
	X1.3	0.897	Valid
	X1.4	0.853	Valid
	X1.5	0.891	Valid
	X1.6	0.897	Valid
X2. Brand Awareness	X2.1	0.738	Valid
	X2.2	0.711	Valid
	X2.3	0.852	Valid
	X2.4	0.834	Valid
	X2.5	0.840	Valid
	X2.6	0.856	Valid
Y. Purchase Intention	Y1.1	0.894	Valid
	Y1.2	0.874	Valid
	Y1.3	0.888	Valid

Variables	Item	Factor Loading	Information
	Y1.4	0.880	Valid
	Y1.5	0.870	Valid
	Y1.6	0.876	Valid
	Y1.7	0.858	Valid
	Y1.8	0.899	Valid
Z. Brand Image	Z1.1	0.886	Valid
	Z1.2	0.884	Valid
	Z1.3	0.868	Valid
	Z1.4	0.861	Valid
	Z1.5	0.814	Valid
	Z1.6	0.916	Valid
	Z1.7	0.843	Valid
	Z1.8	0.856	Valid

Source: SmartPLS Processing Results (2026)

Based on the convergent validity test results in Table 2, all indicators in the Product Placement, Brand Awareness, Purchase Intention, and Brand Image variables have outer loading values above 0.70. According to Hair et al., (2021), an indicator is considered valid if its outer loading value is greater than 0.70 because it adequately reflects the variable construct. In this study, all indicators showed high factor loading values, thus all statement items were declared valid and suitable for use in measuring the research variables. These results indicate that each indicator is able to explain the latent construct strongly and consistently.

3.2.2 Validity Discriminant Test

Table 3. Discriminant Validity Test Results

Variables	X1. Product Placement	X2. Brand Awareness	Y. Purchase Intention	Z. Brand Image
X1. Product Placement	0.879			
X2. Brand Awareness	0.440	0.807		
Y. Purchase Intention	0.617	0.621	0.880	
Z. Brand Image	0.599	0.607	0.623	0.866

Source: SmartPLS Processing Results (2026)

Based on the results of the discriminant validity test using the Fornell-Larcker criteria in Table 3, it is known that the square root of the AVE value for each construct is greater

than the correlation value between the other constructs. According to Hair et al., (2021), a model is declared to meet discriminant validity if the square root of the AVE value for each variable is higher than the correlation between the variables in the research model. These results indicate that each variable has distinct characteristics and is able to explain its respective construct well.

3.2.3 Reliability Test

The purpose of a reliability test is to ensure that the research indicators or instruments are capable of producing consistent and stable data. According to Hair et al., (2021), test reliability can be seen through Cronbach's Alpha and Composite Reliability values. A variable is considered reliable if its Cronbach's Alpha and Composite Reliability values are higher than 0.70. The results of the reliability test in this study can be seen in the following table.

Table 2 Reliability Test

Variables	Cronbach's Alpha	rho_A	Composite Reliability	AVE
X1. Product Placement	0.941	0.943	0.953	0.773
X2. Brand Awareness	0.893	0.908	0.918	0.652
Y. Purchase Intention	0.958	0.960	0.965	0.774
Z. Brand Image	0.952	0.954	0.960	0.751

Source: SmartPLS Processing Results (2026)

Based on the reliability test results in Table 4, all variables have Cronbach's Alpha, rho_A, and Composite Reliability values above 0.70, and Average Variance Extracted (AVE) values above 0.50. According to Hair et al., (2021), these values indicate that the research constructs have met the reliability and convergent validity criteria. The Product Placement variable has a Composite Reliability value of 0.953 and an AVE value of 0.773, indicating strong internal consistency and good convergent validity. Brand Awareness shows a Composite Reliability value of 0.918 and an AVE value of 0.652, which also confirms that the indicators are reliable in measuring the construct. Furthermore, the Purchase Intention variable has a Composite Reliability value of 0.965 and an AVE value of 0.774, while Brand Image has values of 0.960 and 0.751, respectively. These results indicate that all variables in this study have a good level of internal consistency and are able to reliably measure the research constructs.

3.3 Inner Model

Table 3R-Square Value

	R Square	Adjusted R Squared
Y. Purchase Intention	0.600	0.585

Source: SmartPLS Processing Results (2026)

R-Square is used to measure the ability of independent variables to explain the dependent variable in a research model. According to Hair et al., (2021), an R-Square value of 0.75 is categorized as strong, 0.50 as moderate, and 0.25 as weak. Based on Table 5, the R-Square value for the Purchase Intention variable is 0.600, while the Adjusted R-Square value is 0.585. These results indicate that the Product Placement, Brand Awareness, and Brand Image variables are able to explain Purchase Intention by 60.0%, while the remaining 40.0% is influenced by other variables outside this study. Since the R-Square value is above 0.50, the structural model in this research is categorized as moderate, indicating that the independent variables have a fairly good ability to explain the variation in Purchase Intention.

3.4 Hypothesis Testing Results

Table 4Results of Path Coefficients and Hypothesis Testing

Hypothesis	Relationship between variables	Original Sample (O)	T Statistics	P Values	Decision
H1	Product Placement → Purchase Intention	0.337	4,542	0.000	Accepted
H2	Brand Awareness → Purchase Intention	0.360	5,239	0.000	Accepted
H3	Brand Image moderates Product Placement → Purchase Intention	0.253	3,417	0.001	Accepted
H4	Brand Image moderates Brand Awareness → Purchase Intention	-0.022	0.357	0.721	Rejected

Source: SmartPLS Processing Results (2026)

Based on the results of the hypothesis testing in Table 6, the effect of Product Placement on Purchase Intention shows an original sample value of 0.337, T Statistics of 4.542, and P Values of 0.000. According to Hair et al., (2021), the hypothesis is declared

accepted if it has a T Statistics value > 1.96 and P Values < 0.05 . These results indicate that Product Placement has a positive and significant effect on Purchase Intention, so H1 is accepted. This finding indicates that the better the Kopiko product placement in Korean dramas, the higher the audience's purchasing interest in the product. The results of this study are in line with the research of Gamage et al., (2022) and Cheng & Nagai., (2024) which stated that product placement can increase consumer interest and purchase intention through natural visual exposure in entertainment broadcasts.

In the second hypothesis, Brand Awareness has an original sample value of 0.360, T Statistics of 5.239, and P Values of 0.000 so that H2 is accepted. These results indicate that Brand Awareness has a positive and significant effect on Purchase Intention. This means that the higher the level of consumer awareness of the Kopiko brand, the greater the consumer interest in purchasing the product. This finding supports the research of Mussalam et al., (2025), which explains that consumers tend to be more interested in buying products that are already known and easy to remember compared to less familiar brands.

Furthermore, the results of the moderation test show that Brand Image is able to moderate the influence of Product Placement on Purchase Intention with an original sample value of 0.253, T Statistics of 3.417, and P Values of 0.001 so that H3 is accepted. These results indicate that Brand Image strengthens the relationship between Product Placement and Purchase Intention. In the context of this study, the appearance of Kopiko in Korean dramas not only increases audience attention but also forms a positive perception of the brand through emotional involvement with the characters and storyline. According to the Hierarchy of Effects Model, consumers will go through the stages of awareness, affective, and conative before purchasing intention arises. Product placement that is naturally integrated in Korean dramas can form an emotional experience and a positive brand image, thereby encouraging audience purchase intention.

However, Brand Image was unable to moderate the effect of Brand Awareness on Purchase Intention because it had an original sample value of -0.022, T Statistics of 0.357, and P Values of 0.721 so that H4 was rejected. These results indicate that Brand Image does not strengthen the relationship between Brand Awareness and Purchase Intention. This condition occurs because brand awareness is only limited to the ability of consumers to

recognize and remember the brand, so it does not necessarily create a strong emotional attachment to the product. In this study, Korean drama viewers in Malang City are indeed familiar with the Kopiko brand, but this recognition is not enough to form a stronger brand image in increasing purchase intention.

Theoretically, Brand Image is more capable of strengthening Product Placement because product placement provides direct visual and emotional stimuli to consumers. When a product appears in a relevant scene and is used by the audience's favorite character, consumers tend to form positive associations with the brand. This is in accordance with Russell, (2002), which explains that product placement integrated with the storyline can shape consumers' perceptions and emotional connections to the brand. In contrast, brand awareness focuses more on the level of brand recognition, resulting in a relatively lower emotional influence. Therefore, Brand Image is only effective in moderating the relationship between Product Placement and Purchase Intention and is unable to moderate the relationship between Brand Awareness and Purchase Intention.

3. CONCLUSION

Based on the research results, it can be concluded that product placement and brand awareness have a positive and significant effect on purchase intention among Korean drama viewers in Malang City. These results indicate that the better the placement of Kopiko products in Korean dramas and the higher the level of consumer awareness of the Kopiko brand, the higher the consumer's purchase intention for the product. In addition, brand image has been proven to be able to moderate the relationship between product placement and purchase intention, so that a positive brand image can strengthen the effectiveness of product placement in increasing consumer purchase intention. In this study, Kopiko's appearance in Korean dramas not only increases audience attention but also forms a positive perception of the brand through emotional involvement with the characters and storyline. However, brand image is unable to moderate the relationship between brand awareness and purchase intention because brand awareness is only limited to consumer recognition and memory of the brand and therefore is not enough to form a strong emotional attachment to increase purchase intention more significantly.

Based on the research results, the company is advised to continue utilizing product placement strategies through entertainment media such as Korean dramas, as they have proven effective in increasing consumer purchase intention. The company also needs to maintain and enhance its brand image through positive marketing communication strategies to strengthen Kopiko's brand image in consumers' minds. Furthermore, the company needs to develop promotional strategies that not only increase brand awareness but also build consumers' emotional connections to the brand, thereby driving purchasing decisions. Future research is expected to include other variables such as celebrity endorsements, electronic word of mouth, product quality, or customer engagement to broaden and deepen the research results.

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