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The Impact of BTS-GOJEK Sales Promotion on Impulsive Buying Behavior among Indonesian ARMY (BTS Fanpage)

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ABSTRACT

Gojek is a start-up company known for its accessibility, facilitated by a practical mobile application that allows users to book various services easily. These services include transportation, food delivery, same-city package delivery, and bill payments through the e-money feature, Gopay. Promotional events involving a collaboration with BTS, a popular K-pop group, have been found to significantly influence impulsive buying behavior in the community. Through the BTS collaboration, Gojek effectively enhances its brand image, particularly among BTS fans, resulting in increased transactions on the Gojek platform. This effect can be attributed to the combination of the collaboration with BTS, attractive promotional offers such as discounts and cashbacks, which successfully capture the attention of the public and prompt impulsive buying behavior. Additionally, Gojek distributes limited edition BTS collaboration merchandise, which further garners the attention of ARMY, the passionate fanbase of BTS. The findings demonstrate the substantial impact of BTS GOJEK event promotion on impulsive buying behavior among Indonesian ARMY, shedding light on the efficacy of collaborative promotional strategies in influencing consumer decisions.

1. Introduction

PT. Gojek Indonesia, commonly known as Gojek, is a leading online transportation service company that offers practical and fast solutions amidst Indonesia's traffic congestion issues. Gojek made its debut in Indonesia in 2011, founded by Nadiem Makarim. The increasing demand for transportation services triggered the emergence of online motorcycle taxi services with various offered facilities (Gojek, 2023). With the tagline "There's Always a Way," Gojek caters to the needs of the Indonesian community through services such as online taxis (Go Car), logistics (Go

Send), payment solutions (Go Pay), food delivery (Go Food), and a range of other features.

Gojek, a prominent online transportation service company, has revolutionized the motorcycle taxi industry in Indonesia, offering practical and efficient solutions amidst the country's traffic challenges. The popularity of Gojek is evident from its application download rate, which exceeds 100 million users, with a rating of 4.6 out of 5 and five million reviews on the Playstore (Gojek, 2023). Gojek has consistently achieved the top rank in the Top Brand Award four times in the past five years, showcasing its positive



influence on the market. In addition to providing affordable transportation, Gojek also offers benefits such as time efficiency, guaranteed safety, and convenient booking services through an easy-to-use mobile application. The range of services includes transportation, food delivery, package delivery, and more.

BTS (Bangtan Boys), a K-Pop boy band under the Big Hit Music label, has gained immense popularity worldwide. The group, consisting of seven members: RM, J-HOPE, Suga, Jin, V, Jungkook, and Jimin, has achieved remarkable success in the music industry, garnering numerous accolades and reaching the pinnacle of global fame. Their achievements extend beyond South Korea, attracting collaboration requests from international artists. Notably, Coldplay, a British band, collaborated with BTS on the single "My Universe," which garnered over 500 million plays by September 2021 (Budiman, 2022).

In 2022, Gojek, one of Indonesia's largest transportation service companies, officially partnered with BTS as, the iconic K-Pop sensation highly sought after by Indonesian society. This collaboration involved various promotions and special rewards offered on the Gojek platform. Commencing on June 16, a commercial TV (television) advertisement featuring the collaboration between Gojek and BTS was aired (Marcici, 2022). Gojek expressed that BTS, being a global phenomenon, aligns with its mission of creating positive impacts, thus sparking a spirit of collaboration between BTS and Gojek.

The promotion campaign included familiar tactics, such as discounts and cashback, as well as a new form of promotion: limited-edition products resulting from the BTS-Gojek collaboration. It was hoped that these limited-edition items would drive increased consumer transactions on the Gojek platform, primarily targeting BTS fans (ARMY) interested in obtaining exclusive BTS-Gojek collaboration merchandise.

Based on the background above, the research problem addressed in this study is the impact of the

Gojek-BTS promotional event, utilizing BTS as a brand ambassador for Gojek services, on the impulsive buying behavior of Indonesian BTS fans (ARMY). Given BTS's immense popularity and influence among fans, including those in Indonesia, coupled with their ability to convey positive messages through their music, the researchers were intrigued to explore whether the Gojek-BTS promotional event could lead to a phenomenon of impulsive buying behavior among Indonesian BTS fans (ARMY) in their daily use of Gojek services.

2. Literature Review

Sales promotion

This research aims to measure the influence of promotional events, specifically the collaboration between Gojek and BTS, on the impulsive buying behavior of BTS fans (ARMY). The promotional strategies employed by Gojek can be explained through Belch & Belch's theory (2017) on sales promotion, which includes promotional tools designed to stimulate consumers to make immediate and direct purchases. Some of these tools are price-off deals and rebates or cashback. 1) Price-off deals: This is a promotional tool within sales promotion. Flash sales are a form of promotion that directly reduces the price of products for a limited time and a limited quantity of products: 2) Cashback: This is a variation of rebates, which is another promotional tool within sales promotion. Cashback is a promotional strategy that offers a certain percentage of money or virtual currency as a refund to consumers, subject to specific terms and conditions set by the seller. 3) Loyalty program: This involves a set of rewards given by the seller or platform to returning customers. Rewards may include other sales promotion methods, such as price-offs and rebates. 4) Bonus product: Sellers offer rewards in the form of bonus products or additional items, which can be provided directly or through a lottery system.



Impulsive buying behavior

This research aims to measure the extent of the influence of event promotions, specifically the collaboration between Gojek and BTS, on the impulsive buying behavior of BTS fans (ARMY). Impulsive buying behavior is a type of spontaneous or unplanned purchase that occurs due to excitement and enthusiasm at the moment. Rook (1995) define impulsive buying as a change in consumer behavior that enables them to make purchases in a more spontaneous, timely, and unpredictable manner.

Loudon (1993) explain that impulsive buying can be categorized into four types: a) Pure impulse: Transactions that are made suddenly and contrary to regular purchases without prior planning. b) Suggestion impulse: Buyers are not familiar with the product and have not made a decision to purchase because they feel a sudden need for the item. c) Reminder impulse: Consumers have already planned to buy the product because the desired product is no longer available, creating an intention to make the purchase. Additionally, consumers may be attracted to make the purchase due to engaging product advertisements. d) Planned impulse: A consumer's purchase planning occurs due to attractive offers made by the product.

Moreover, impulsive buying has the potential to make consumers become impulsive buyers of a particular product. According to Sari (2014 in Rosita, 2020), consumers initially have desires and motivations for making purchases, and they subsequently experience positive or negative consequences as a result of the purchase. Consumer satisfaction or dissatisfaction with a product purchase is often influenced by internal and external factors. These factors may include insufficient funds or motivation for the purchase, as well as internal (passion) and external (discount) constraints. Consumers exhibiting impulsive buying tendencies usually have strong and spontaneous urges and a strong willingness to make a purchase.

Some characteristics of impulsive buying behavior include: a) Consumers often lack the intention to purchase the product. b) There is an imbalance in the psychological aspect. c) Consumers tend not to consider the consequences of their impulsive purchases. d) Consumers tend to dismiss various potential consequences of their impulsive purchases.

Considering the above factors, impulsive buying can occur in any individual. Beatty (1998) explain the factors contributing to impulsive buying in seven dimensions: 1) Urge to purchase: Consumers feel the right to make a purchase at a future time. The desire to purchase a product arises spontaneously and is not hindered by knowledge of the product's high quality. This draws consumers' attention, leading to a desperate urge to buy the product. When consumers receive a reward for having a high-quality item, the possibility of purchasing it later increases, potentially reducing impulsive buying. 2) Positive effect: An individual's positive feelings can be influenced by mood, affective conditions, and reactions to newly discovered elements in the environment. A positive mood can impact behavior change. Additionally, being in a good mood may lead an individual to be more generous to themselves, such as making a purchase as a form of reward, having a sense of freedom to act, and engaging in behavior aimed at maintaining a good mood. Having a good mood is also an indicator that someone may make a sudden purchase. 3) Browsing: shopping or browsing in stores is a key component in the impulsive buying process. Impulsive buying can occur when consumers spend an unusually long time searching for various products in the store, leading to a strong urge to purchase certain products and increasing the urgency to own the product. 4) Shopping enjoyment: Shopping enjoyment refers to the pleasure derived from the shopping process. Consumers who enjoy the shopping process are more likely to exhibit impulsive behavior in their purchases. 5) Time available: Time available refers to the amount of time an individual has when making a purchase.



The availability of time can impact impulsive buying behavior, as more time availability increases the opportunity for consumers to conduct more searches and potentially influence their purchase decision for a certain product. 6) Money available: Another factor contributing to impulsive buying is the availability of money. The availability of money can positively impact and facilitate impulsive buying behavior, as consumers have more options and may find it more difficult to save money. 7) Impulsive buying tendency: Impulsive buying tendencies occur spontaneously, and consumers feel pressure to complete the purchase immediately (on the spot). Additionally, consumer tendencies toward impulsive buying can also be influenced by spontaneous desires that lead to minimal consideration and neglect of future consequences.

Based on the explanations above, the theoretical hypothesis for the research titled "The Impact of Gojek-BTS Event Promotion on Impulsive Buying Behavior Among Indonesian ARMY" is as follows:

H0: There is no significant impact of Gojek-BTS event promotion on impulsive buying behavior among Indonesian BTS fans (ARMY).

Ha: There is a significant impact of Gojek-BTS event promotion on impulsive buying behavior among Indonesian BTS fans (ARMY).

3. Methods

This research utilizes the survey method, which is a data collection technique using a questionnaire as the data gathering instrument (Stockemer, 2019). The questionnaire will be equipped with relevant questions that have been pre-answered. As a result, each respondent will receive the same set of questions, and there is no opportunity for follow-up questions. The survey is considered one of the most efficient data collection techniques, especially after determining the variables to be investigated. Moreover, the survey method is useful when respondents are scattered across a wide area. The research utilizes

nonprobability sampling, selecting 200 respondents who meet the following criteria: being a fan of the boy band BTS, aged between 15 and 25 years, following the @GOJEKIndonesia account, and users of GOJEK Indonesia services.

The survey method is conducted by sending questionnaires to BTS fans (ARMY) in Indonesia who have used GOJEK Indonesia's products. The aim is to investigate the existence of promotional events utilizing sales promotion in relation to impulsive buying behavior. For instance, in this case, GOJEK employs cutting-edge marketing techniques, offering customers the opportunity to win BTS merchandise through a lottery. As a result, each respondent will receive similar questions to determine whether these changes will have a significant impact on consumer behavior, particularly among ARMY in Indonesia using GOFOOD, GORIDE, and GOCAR services. The questions received by respondents will be consistent in the well-structured and organized research. Additionally, the researchers aim to assess the extent of the impact of BTS GOJEK event promotion on the impulsive buying behavior of ARMY in Indonesia through the survey method.

4. Results and Discussion

Demographic data

Out of the total 100 respondents who completed the questionnaire, it was dominated by women, with 78 respondents accounting for 78%. Meanwhile, there were 22 male respondents, making up 22% of the total respondents.

Regarding the respondents' domicile, the majority of them were located in Jabodetabek (Greater Jakarta) area, with 87 respondents (87%), while 13 respondents (13%) were from outside the Jabodetabek area.

Sales promotion

The variable X (Sales Promotion) is used as the independent variable in this research. The Sales Promotion variable (X) has four dimensions: emotion,



reminder, incentive, and interactive. In total, there are 10 statements related to the Sales Promotion variable in the questionnaire. The questionnaire provides five response preferences, ranging from "Strongly Disagree

(STS)", "Disagree (TS)", "Neutral (N)", "Agree (S)", to "Strongly Agree (SS)", which are then converted into numerical values, with "Strongly Disagree" being valued as 1 and "Strongly Agree" as 5.

Table 1. Respondent's answers to questionnaires for variable X.

Statement	STS	TS	N	S	SS	Total	Min	Max	Mean	St. Dev
X1	0	0	8	61	31	100	3	5	4.23	0.583523
X2	0	0	8	55	37	100	3	5	4.29	0.607944
X3	0	0	10	50	40	100	3	5	4.3	0.643538
X4	0	0	13	52	35	100	3	5	4.22	0.660272
X5	0	0	14	49	37	100	3	5	4.23	0.679498
X6	0	0	15	53	32	100	3	5	4.17	0.667499
X7	0	0	9	75	16	100	3	5	4.07	0.49757
X8	0	0	9	55	36	100	3	5	4.27	0.617178
X9	0	0	8	61	31	100	3	5	4.23	0.583528
X10	0	0	2	54	44	100	3	5	4.42	0.535224
X							32	50	42.43	3.150.293

Based on the results above, it can be interpreted that respondents tend to answer with a high level of agreement, as the average response value for each questionnaire falls between 4.07 (questionnaire X7) and the highest average response value is 4.42 (questionnaire X10). This is further supported by the average total response value from the respondents, ranging between 32 and 50, with an overall average of 42.43 out of the maximum possible score of 50. This indicates that the average consumer perception towards the BTS and Gojek event promotion is very high.

Impulsive buying behavior

This research uses impulsive buying behavior as the dependent variable, denoted as variable Y. The impulsive buying behavior variable (Y) comprises seven dimensions: urge to purchase, positive effect, browsing, shopping enjoyment, time available, money available, and impulsive buying tendency. In total,

there are 19 statements related to the impulsive buying behavior variable in the questionnaire. The questionnaire provides five response preferences, ranging from "Strongly Disagree (STS)", "Disagree (TS)", "Neutral (N)", "Agree (S)", to "Strongly Agree (SS)", which are then converted into numerical values, with "Strongly Disagree" being valued as 1 and "Strongly Agree" as 5.

Based on the results in Table 2, it can be interpreted that there is a tendency for respondents to answer with a high level of agreement, as the average response value for each questionnaire falls between 3.74 (Questionnaire Y9) and the highest average response value is 4.14 (Questionnaire Y1). This is further supported by the average total response value from the respondents, ranging between 51 and 95, with an overall average score of 75.5 out of the maximum possible score of 95. This indicates that the average level of impulsive buying behavior among respondents is very high.



Table 2. Respondent's answers to questionnaires for variable Y.

Statement	STS	TS	N	S	SS	Total	Min	Max	Mean	St. Dev
Y1	0		26	34	40	100	3	5	4.14	0.804281
Y2	0		22	56	22	100	3	5	4	0.666667
Y3	0		29	37	34	100	3	5	4.05	0.79614
Y4	0	2	20	52	26	100	2	5	4.02	0.738275
Y5	0		25	53	22	100	3	5	3.97	0.688359
Y6	0		29	43	28	100	3	5	3.99	0.75872
Y7	0	2	14	53	31	100	2	5	4.13	0.719919
Y8	0		24	43	37	100	3	5	4.13	0.77401
Y9	2		42	39	22	100	1	5	3.74	0.87178
Y10	0	2	25	34	27	100	2	5	3.98	0.778239
Y11	0	2	25	46	36	100	2	5	4.07	0.831878
Y12	0	6	31	37	18	100	2	5	3.75	0.821123
Y13	2	0	26	45	28	100	1	5	3.96	0.851855
Y14	0	2	34	44	16	100	1	5	3.72	0.82975
Y15	0	4	34	46	22	100	2	5	3.8	0.828775
Y16	2	2	37	40	22	100	1	5	3.75	0.891883
Y17	0	2	21	37	31	100	2	5	4.06	0.77616
Y18	0	0	19	46	30	100	3	5	4.11	0.694786
Y19	0	2	17	51	34	100	2	5	4.13	0.760847
Y							51	95	75.5	7.583.208

Table 3. Normality test.

One-sample Kolmogorov-Smirnov test			
			Unstandardized residual
N			100
Normal parameters	Mean		0
	Std. deviation		7.180.908
Most extreme differences	Absolute		0.0703
	Positive		0.068
	Negative		-0.0703
Test statistic			0.0703
Asymp. Sig. (2-tailed)			0.200
Monte Carlo Sig. (2-tailed)	Sig.		0.21
	99% Confidence interval	lower bound	0.2
		Upper bound	0.221



The normality test in the research was conducted using the Kolmogorov-Smirnov test since the sample size was 100, which is larger than 30. Data is considered normally distributed if the p-value is greater than 0.05. Based on the results of the normality test, a p-value of 0.076 was found, which is greater than 0.05. This indicates that the data is normally distributed, and simple linear regression analysis can be used in the testing.

Simple linear regression analysis

Since the data is normally distributed, the analysis can be conducted using the ordinary least-squared method to form a simple linear regression model. The equation $Y = 42.764 + 0.771 X$ was found. Therefore, each increase in the public's perception of the BTS and Gojek promotional events will increase the level of impulsive buying in the community. The p-value for both the F-test and the t-test of the regression coefficient is 0.000, which is less than 0.05, indicating that the hypothesis is accepted. The adjusted R-square value is 0.094, meaning that variable X has a 9.4% influence on variable Y, while the remaining 90.6% is attributed to other variables outside the scope of this study.

The research uses impulsive buying behavior as the dependent variable (Y). Impulsive buying behavior (Y) consists of seven dimensions: urge to purchase, positive effect, browsing, shopping enjoyment, time available, money available, and impulsive buying tendency. The overall score for the impulsive buying behavior questionnaire indicates that the public's assessment of sales promotion by Gojek collaborating with BTS tends to be high, with all questionnaire items having an average score above 4, indicating a very high category.

The data's normal distribution allows for the use of parametric methods to test the influence of the brand ambassador on impulsive buying behavior. Therefore, simple linear regression using the ordinary least squares (OLS) method is applied. Based on the

regression results, the equation $Y = 42.764 + 0.771 X$ is obtained, meaning that each increase in respondents' perception of BTS as the brand ambassador will increase their impulsive buying behavior by 0.771.

The hypothesis testing using a t-test and F-test yields a significance level of 0.000, which is less than the research's significance level (0.05). This implies that there is a significant influence of sales promotion on respondents' impulsive buying behavior, with a positive coefficient indicating that the impact tends to be positive. This is consistent with previous studies, which found a significant influence of sales promotion on impulsive buying behavior (Alvin, 2022; Chauhan et al., 2023; Mandolfo et al., 2022; Robin et al., 2022).

Collaboration with BTS can create a memorable brand image among the public, especially with the promotions offered, such as discounts and attractive rewards. This aligns with some researches, stating that BTS's influence as a brand ambassador impacts the use of Tokopedia as an online shopping platform, given BTS's strong fanbase.

Several studies also found that celebrity endorsers have an influence on brand purchases (Cipta, 2023; Ferdinandus, 2023; Octora, 2022; Verenia, 2022; Winata, 2022). Celebrities with a large following can effectively market a product and build a brand image that resonates with the public.

5. Conclusion

This research aimed to explore the impact of the Gojek-BTS promotional event, utilizing BTS as a brand ambassador for Gojek services, on the impulsive buying behavior of Indonesian BTS fans (ARMY). The research utilized a survey method to gather data from 100 BTS fans in Indonesia who used Gojek's services. The results indicated a high level of agreement and positive perception among respondents towards the BTS and Gojek promotional events.

The sales promotion strategy employed by Gojek, including discounts, cashback, and limited-edition



products resulting from the BTS collaboration, had a significant impact on respondents' impulsive buying behavior. The findings are consistent with previous research on the influence of sales promotion on impulsive buying behavior. However, it's worth noting that sales promotion only accounted for 9.4% of the variance in impulsive buying behavior, suggesting that other factors beyond the promotional event may also play a role in influencing impulsive buying behavior.

The collaboration with BTS as brand ambassadors proved effective in creating a memorable brand image for Gojek, especially among BTS fans. BTS's immense popularity and positive influence on their fans contributed to the success of the promotional campaign. Celebrity endorsers like BTS have the power to attract and engage a large following, making them effective in marketing products and building a strong brand image.

It's essential to consider that the success of the promotional event may vary based on specific factors and context. While this research found a significant impact on impulsive buying behavior among Indonesian BTS fans, it's essential to acknowledge that promotional strategies' effectiveness may differ depending on the target audience, product offerings, and market conditions.

Overall, this research provides valuable insights into the influence of promotional events and celebrity endorsements on consumer behavior. Future studies could explore the long-term effects of such collaborations and assess their impact on brand loyalty and customer retention. Additionally, investigating the influence of other marketing elements, such as taglines and brand image-related factors, would further enhance our understanding of consumer behavior and the effectiveness of promotional strategies.

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