

## Korean Waves Popularity on Korean Food Purchasing Decisions in Jakarta

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### ABSTRACT

**Purpose:** The goal of this study was to ascertain whether the popularity or trend of the Korean Wave influences Korean food purchases in Jakarta.

**Research method:** Quantitative research methodologies are being used in this study. Sources of information were gathered through observation and questionnaires, as well as primary and secondary data. The research population consisted of 83 customers at Annyeong Korean Food Café Tebet.

**Result and discussion:** The results of observations in the R table obtained a sample value (N) = 30 of 0.3061, resulting in a value (R.Calculated) greater than R.Table. Apart from that, the purchasing decision variables (Variable Y) all produce values (R.Calculated) greater than R.Table. So, this research can be said to be valid—the reliability test results and all the variable results. The linearity test shows the Sig value. The deviation from linearity is 0.384, which is greater than 0.05. There is a linear relationship between the Korean Wave variable and the Purchasing Decision Variable. The Kolmogorov-Smirnov normality test with SPSS shows a significance value of 0.078, more significant than 0.05. So, it can be concluded that the residual values are normally distributed so that the results of this analysis can be continued for further testing. The Pearson test produced a value of 0.766, more significant than the R table value of 0.213. So, it can be concluded that there is a strong relationship between the Korean Wave variable (X) and purchasing decisions (Y) because the value on the correlation coefficient scale is 0.60 – 0.79.

**Implication:** From the research results, theoretical implications can be put forward, and it can be concluded that there is a strong impact between the Korean wave and the purchasing decision of Korean Food.

**Keywords:** Popularity, korean wave, purchase decision, korean food

### INTRODUCTION

A consumer is a person who makes use of different products and services. Every consumer using products or services is also impacted by their actions. When someone chooses, uses, consumes, and purchases commodities or items to satisfy their needs and preferences, that person engages in consumer behavior. Consumer behavior examples include purchasing a product because it is inexpensive, liking the brand, wanting to try a well-known brand, and so on. Many people give a product a try in an attempt to keep up with the current trend—

a trend of entry into a country due to the impact of globalization. One of the various trends that exist comes from South Korea. Hallyu Wave or Korean Wave is the term to describe the popularity of Korean culture that successfully markets its products to multiple countries.

The drama series *Mother's Sea* and the weekly music shows aired on Indonesian television stations are credited with kickstarting the Hallyu Wave, or the spread of Korean cultural popularity in Indonesia, in 2002. This led to a greater familiarity among the general public with actors, actresses, boy bands, and girl groups from the ginseng country. The history of South Korean culture in Indonesia begins here. Currently, most of those impacted by the Korean Wave are members of Generation Z, starting with young adults, teenagers, and adults. This generation is very advanced technologically.

There are various aspects included in this Korean Wave trend. For example, there are television shows, music or K-pop, movies, dramas, food, and beauty products. From these various aspects, food is also currently trending. Korean food is starting to get attention in culinary offerings in Indonesia. This ginseng country food has characteristics such as being easy to make, healthy, always adding seaweed or vegetables in the dish, having large portions, and having a spicy taste. Although less popular than Indonesian food, Korean cuisine often incorporates spicy powder. This research was conducted to find out whether the popularity of Korean culture can also encourage consumers to buy and consume Korean food or not.

### Popularity

Popularity and familiarity mean the same thing. Familiarity means "often seen" or "already known." The phrase "He does not communicate what he says, he communicates what he is" (Suardi, 2017) indicates that the communicator cannot instruct the audience to focus on what he says since they will also note who is saying it. It follows that a person's popularity can significantly impact their decision or area of interest in society.

### Korean Wave popularity

The expansion of Korean culture, particularly K-pop, worldwide in numerous nations is known as the Hallyu Wave, sometimes known as the Korean Wave (Ahmatang et al., 2020). The phrase "Hallyu" or "Korean wave" refers to the South Korean pop culture that has become widely popular throughout the world, including Indonesia (Putri et al., 2019).

All Korean-related industries, including K-pop, K-drama, K-film, K-hi-tech lifestyle, K-culture, K-culinary, K-literature, and K-traditional languages, are included in the Korean wave/Hallyu genre (Anggraini et al., 2021). According to Lita and Cho (2012), there exist other indices of Korean Wave Popularity, such as (Lestari, 2018):

1. Understanding:

This is intended to determine how much the respondents understand the Korean Wave (Korean dramas, movies, and songs)

2. Attitude and Behavior (Attitude and Behavior)

This refers to 3 elements by respondents to Korean culture according to Engel, Black, well and Miniard (1995), namely Cognitive (Knowledge), Affective (Feeling), and Connotative (Action)

### 3. Perception

Perception refers to the process of each person interpreting and giving opinions to the stimulus from the environment in which the person is located.

#### Purchasing Decisions

Purchasing decisions are actions that a person will take in determining what to buy or solving the problem of one's needs in determining what to buy or solving a problem of needs by choosing the best option from several available options (Yanthi et al., 2020). The purchase decision also has several indicators. According to the research of Kotler and Armstrong (2008), the indicators of purchasing decisions are (Pradana et al., 2017):

1. The steadiness of buying after knowing the product information.
2. I decided to buy because of the most preferred brand.
3. Buy because it suits your wants and needs.
4. Buying because it gets someone else's recommendation.

From the several indicators above, various factors can influence a person's perspective, which, in the end, can give rise to confidence in choosing and ultimately making a purchase. There are stages in a purchasing decision besides the signs. The phases involved in purchasing are problem identification, information gathering, alternative assessment, decision-making, and post-purchase behavior (Sagia, 2018).

#### Korean Food

The distinct cuisine of Korea originates from the country's culture, environment, topography, and climate (Masbudi et al., 2020). While Korean cuisine has some ingredients in common with nearby countries like China and Japan, it also boasts unique spices, ingredients, flavors, and processing methods. Fermenting foods like doenjang (fermented soybeans) and kimchi (fermented vegetable pickles) are examples of Korean food processing methods. Food fermentation has several benefits, such as increasing nutritional value, being good for the heart, improving low sugar levels, and being very good for health, including digestive problems. The world knows Korean food as one of the healthiest foods because most Korean food uses vegetables as its main ingredient.

#### Hypothesis

The hypotheses used in this study are:

- $H_{01}$  = No influence of the Korean Wave's popularity on Korean Food's purchasing decisions
- $H_{a1}$  = Korean Wave's popularity influences Korean Food's purchasing decisions
- $H_{02}$  = No influence of buying decisions on Korean wave popularity
- $H_{a2}$  = There is an influence of buying decisions on the popularity of *the Korean Wave*

## RESEARCH METHOD

Questionnaires are used in this quantitative study to obtain data. A questionnaire consists of a list of inquiries about a specific subject that are distributed to a group of people to gather data (Yusuf, M.Pd., 2019). One survey technique used in research is the questionnaire, which gathers information from study participants (Wijaya, 2021). This study collected data from trustworthy sources like books, internal documents, relevant publications, and surveys.

Research variables include an independent variable or variable  $x$ , i.e., Korean Wave, and a dependent variable or variable  $y$ , i.e., purchasing decision. The objects in this study are the Korean Wave, purchasing decisions, and Korean Food. The subjects used in this study were consumers at Annyeong Korean Food Café Tebet.

All patrons who had dined at Annyeong Café Tebet in Jakarta comprised the study's population. Probability sampling, or simple random sampling, was employed in this investigation. According to Purwanto et al. (2017), simple random sampling involves selecting a sample randomly or from all populations using lucky individuals. The chosen sample should fit the following requirements: it should include both men and women from various backgrounds and respondents who have eaten Korean food at Annyeong Café.

## RESULTS AND DISCUSSION

Table 1: Characteristics of Respondents by Gender

Gender	Percentage	Number Of People
Woman	83,1%	69 People
Man	16,9%	14 People
TOTAL	100%	83 People

[Source: Data Processed by researcher]

Based on the table above, there are more respondents with female than male. This is because most consumers at Annyeong Korean Food Café tebet are women.

Table 2: Characteristics of Respondents By Age

Age	Percentage	Number Of People
Less than 10 years old	0%	0 people
10 – 17 years old	10,8%	9 people
18 – 25 years old	86,7%	72 people
Over 25 years old	2,5%	2 people

Total	100%	83 People
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[Source: Data Processed by researcher]

Based on the table above, respondents aged 18-25 visit Annyeong Café Tebet more than other ages. This is because the average person aged 18-25 years is people who is in a curious phase or wants to try something that is trending or has seen that

Table 3: Characteristics of Respondents By Job

Job	Percentage	Number of People
Student	13,1%	11 people
Collage Student	64,3%	54 people
Employee	19%	16 people
Housewives	3,6%	3 people
Total	100%	83 People

[Source: Data Processed by researcher]

Based on the table above, respondents with more student backgrounds visit Annyeong Café Tebet compared to other types of work. This is because many of the students who follow the Korean Wave trend go to fill their spare time or hang out with their friends. Another reason is because of the affordable price of food.

Table 4: Characteristics of Respondents Based on Status

Status	Percentage	Number Of People
Unmarried	96,4%	80 people
Married	3,6%	3 people
Total	100%	83 People

[Source: Data Processed by researcher]

Based on the table above, the highest percentage is in the unmarried status category. This is because most respondents have an age limit of 18-25 years, and many still focus on education and work.

Table 5: Characteristics of Respondents Based on Number of Arrivals

[Source: Data Processed by researcher]

Based on the diagram table above, it can be concluded that the highest percentage is in respondents who have come to Annyeong café for the first time. This is due to several factors, such as those who get recommendations from their colleagues or try the food at Annyeong Korean Food Café Tebet because the café is a newly opened branch.

Table 6: Validity Test

Number of Arrivals	Percentage	Number of People
1 times	43,3%	36 people
2 times	25,3%	21 people
3 times	16,9%	14 people
More than 3 times	14,5%	12 people
Total	100%	83 People

  

VARIABEL	PEARSON CORRELATION	VARIABEL	PEARSON CORRELATION
X1	0,846	Y1	0,633
X2	0.675	Y2	0.816
X3	0,906	Y3	0.819

X4	0,700	Y4	0.869
X5	0,860	Y5	0.884
X6	0.808	Y6	0.833
X7	0.828	Y7	0.727
X8	0.687	Y8	0.707
		Y9	0.896
		Y10	0.744

[Source: Data Processed by researcher]

The value of the sample (N) = 30 of 0.3061 was obtained using the observations in the R table. According to the validity test results, all instruments that begin with the variable (Variable X) all yield a value (R.Calculate) greater than R.Table. Furthermore, all the variables related to the purchasing choice (Variable Y) produce a number (R.Calculate) higher than the R.Table. It follows that this research is valid.

Table 7: Reliability Test

Variable X Data		Variable Y Data	
Reliability Statistics		Reliability Statistics	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
.911	8	.930	10

[Source: Data Processed by researcher]

All values from the results of Variable X and Y yielded Cronbach's alpha values of 0.911 and 0.930 based on the reliability test results. This value exceeds the minimal alpha value of 0.6 set by Cronbach. As a result, every value generated displays accurate data.

Table 8: Linearity Test

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Y *	Between	(Combined)	1692.088	16	105.756	8.324	.000
X	Groups	Linearity	1484.703	1	1484.703	116.862	.000

	Deviation from Linearity	207.385	15	13.826	1.088	.384
	Within Groups	838.514	66	12.705		
	Total	2530.602	82			

[Source: Data Processed by researcher]

Based on the table above, the Sig value is known. The deviation from linearity is 0.384, greater than 0.05, based on the linearity test findings. Thus, it can be said that the Korean Wave variable and the Purchasing Decision variable have a linear relationship.

Table 9: Heterochedasticity Test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.343	2.205		2.423	.018
	Korean Wave	-.085	.065	-.144	-1.305	.196

a. Dependent Variable: RES2

[Source: Data Processed by researcher]

Based on the table above, the Sig value is known. 0.196, more than 0.05, based on the results of the Glejser Heterocasticity Test carried out with SPSS. Thus, it can be said that heteroscedasticity does not occur in this research data

Table 10: Normality Test

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Predicted Value
N	83



Normal Parameters <sup>a,b</sup>	Mean	3.7153734
	Std. Deviation	.10352307
Most Extreme Differences	Absolute	.140
	Positive	.089
	Negative	-.140
Kolmogorov-Smirnov Z		1.275
Asymp. Sig. (2-tailed)		.078

a. Test distribution is Normal.

b. Calculated from data.

[Source: Data Processed by researcher]

According to the SPSS Kolmogorov-Smirnov normalcy test results, the significance value is 0.078, higher than 0.05. Consequently, the residual value has a normal distribution. To carry out the following test based on the analysis's results.

Table 11. Pearson Correlation Test

Correlations		Korean Wave	Purchasing Decision
Korean Wave	Pearson Correlation	1	.766**
	Sig. (2-tailed)		.000
	N	83	83
Purchasing Decision	Pearson Correlation	.766**	1
	Sig. (2-tailed)	.000	
	N	83	83

\*\* . Correlation is significant at the 0.01 level (2-tailed).

[Source: Data Processed by researcher]

Based on the Pearson product-moment correlation test above, it is known that:

1. The Sig indicates a significant influence between the Korean Wave and purchasing decisions. (2 tailed) value of 0.000, which means less than 0.05.
2. There is a significant influence on the purchasing decision of the Korean Wave, which the Sig indicates. (2 tailed) value of 0.000, which means less than 0.05.
3. Based on the *Pearson correlations* value, a value of 0.766 was obtained, which is greater than the R of 0.213. There is a positive relationship between *Korean Wave* (X) and Purchase Decision (Y) and vice versa.
4. Based on the Pearson test research results, a value of 0.766 was produced, which is greater than the R<sub>table</sub> value of 0.213. So, it can be concluded that there is a strong relationship between the Korean Wave variable (X) and the purchase decision (Y) because the value is on the scale of the correlation coefficient 0.60 – 0.79.

## CONCLUSION

Based on the results of the discussion and testing carried out by the author, the following conclusions can be drawn:

1. Of the 83 respondents, the average consumer who came was a woman with an age range of 18-25 years, most of whom were students and unmarried.
2. There is a strong relationship between the Korean Wave variable (X) and the purchase decision (Y) because the value is on the scale of the correlation coefficient of 0.60 – 0.79. There is also a significant influence between the Korean Wave and the purchase decision, and there is an influence between the purchase decision and the Korean Wave, which Sig indicates. (2 tailed) value of 0.000, which means less than 0.05.

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