

**THE EFFECTS OF KOREAN WAVE AND OTHER FACTORS TOWARDS KOREAN
FOOD PURCHASE INTENTION**

Thesis

To fulfill the requirements for achieving bachelor degree (S1)

In management study program

Faculty of business and economics Universitas Atma Jaya Yogyakarta

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Approval Page

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The thesis was successfully defended before the Examination Committee on January 8, 2024, and was declared to have met the requirements for acceptance, serving as a testament towards the attainment of a Bachelor of International Business (S1) degree in the International Business Program.

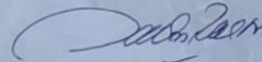
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LETTER OF STATEMENT

I, the undersigned, hereby declare the title of the thesis as follows :

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Is my own work, including statements, ideas, and direct and indirect quotations from other people's writings. I have declared this in writing in this thesis in the bibliography. If in the future it is proven that I have committed plagiarism, either in part or in whole of my thesis, then the degree and diploma I obtained will be declared null and I will return them to Atma Jaya University Yogyakarta.

Yogyakarta, 11 December 2023

Author,

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Felicia Haryo

PREFACE

With gratitude to the Almighty God, the author compiles and completes this thesis as one of the requirements to obtain a Bachelor's degree. The author would like to express gratitude to various parties who have assisted and provided support throughout the process of preparing this thesis.

The author extends gratitude to the supervisor, Nadia Nila Sari, SE., MBA, who has provided valuable guidance, direction, and input in compiling this thesis. The support and patience of the supervisor have been significant for the author.

The author also wants to thank the beloved family who has always provided prayers, encouragement, and full support during the author's completion of this thesis. Their hard work and dedication have been an inspiration to the author.

Thanks are also conveyed to classmates and all parties who have participated in helping and providing encouragement to the author during the journey of preparing this thesis.

May this thesis be beneficial and make a positive contribution. The author realizes that there are still many shortcomings and limitations in preparing this thesis. Therefore, constructive suggestions and criticisms from readers are expected for improvements in the future.

In conclusion, the author hopes that this thesis can be useful and contribute to the development of knowledge. Thank you for the support, guidance, and prayers from all parties.

Yogyakarta, 11 December 2023

Author,

A handwritten signature in black ink, appearing to be 'FH' with a stylized flourish at the end.

Felicia Haryo

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ABSTRACT

Korean Wave, otherwise known as Halley is a phenomenon that dates back late 1990s and is a cultural exchange trend. The trend started what was dubbed the first wave with media attraction approach such as dramas from 1990s to early 2000s and cause regional sensation in the Middle East. Later, the second wave that starts in mid 2000s to late 2000s marked the beginning of K-Pop Group popularity which then introduced globalization with the help of online platforms and social Media. Finally, the third wave that starts from 2010s until the present day goes beyond and extends to sectors such as beauty products, food, and so forth alongside global fandom and cultural diplomacy. Making use of the media itself as a marketing strategy and cultural exchange platform, it became sensational to the international market and escalates to global sensation proportion.

This research is done to measure the dominating variables from Korean Wave effect itself towards purchase intention of the Indonesian market as of why they are interested in Korean Food and what shows significance to the purchase of the product. The researched include Attractiveness of Korean Wave and Korean Culture, Attractiveness of Korean Drama and Korean Pop, Attractiveness of Celebrity Endorsement, Product Quality, Product Price, Social Influence, and Country of Origin Image. Demographical questions such as Gender, age, financial spending, frequented shows and Korean Cuisine is raised for data compilations.

In an effort in data compilations, the research is done with Korean Food Product users as the questioned from Indonesia. They are required to be well-aware of topics correlated to Korean Wave, Consumption of the product in question and finally have Indonesian Nationality. The questionnaires are spread through social media usage such as Instagram, Line and Whatsapp. The instruments used to test validity and reliability including analytical methods includes descriptive statistics, F-test, T-test and Multiple Regression

Keywords: Korean Wave, Purchase Intention, Korean Drama and Korean Pop, Celebrity Endorsement, Product Quality, Product Price, Social Influence, Country of Origin Image