

Analysis of the Impact of Korean Wave on Purchase Decision Making at Patbingsoo Korean Dessert House, Flavor Bliss, Tangerang Selatan

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Abstract:- The Korean Wave is a phenomenon that develops and spreads Korean popular culture such as Girl & Boy Group, fashion, and even Korean specialties throughout the world including Indonesia, many local entrepreneurs are competing to build Korean culinary businesses in Indonesia. One such Korean restaurant is Patbingsoo Korean Dessert House, Flavor Bliss, South Tangerang. The entry of the Korean Wave in Indonesia can gradually affect the lifestyle of the Indonesian people, especially teenagers. With the impact caused by this influence, it is likely that it will influence consumer purchasing decisions for a particular product. The method used in this research is descriptive quantitative, the data obtained from the results of distributing questionnaires to a number of 83 respondents. The sample collection method used a simple random sampling technique. Processing of data analysis using SPSS. Based on the results of this study is the Korean Wave statement (X) is in the high category and the purchase decision statement (Y) is also in the high category. The results of this study found the magnitude of the influence of the Korean Wave (X) on purchasing decisions (Y) of 12.2% and the rest is influenced by other factors which are not summarized in this study. So it is found that the simultaneous influence of the Korean Wave on purchasing decisions is 12.2%.

Keywords:- Impact, Korean Wave, Purchase Decision.

I. INTRODUCTION

In this era of globalization, all information is easily obtained by people all over the world. This ease of information leads to cultural exchanges between one region and another, both local culture that comes out of it and a foreign culture that enters a country. Many countries in the world, including Indonesia, have a high tolerance for the entry of foreign cultures such as European culture, Japanese culture, Chinese culture, and especially Korean culture. Korean culture is a culture that is very loved today by Indonesian teenagers. Korean culture itself began to penetrate into Indonesia in the early 2000s, during which time it began to enter Korean films, dramas, and songs which succeeded in attracting the interest of the Indonesian people.

Korean healthy foods such as Jjajjangmyeon, Kimchi, Bibimbab, Pajeon, Ttoppokkki, Samgyetang, Ramyeon, don't forget the Korean dessert, Patbingsoo. Basically, Korean people like vegetables, fruit, and steamed or boiled meat. When the cast of the drama promoted Korean food and ate it, they displayed a unique style so as to arouse viewers' appetites.

Korean culture that is displayed at these shows has a tremendous appeal which causes the number of lovers and observers to increase from time to time. Now, Korean fever, also known as the Korean Wave, has spread throughout the world, especially in Indonesia. According to Rostineu (2014: 100), the Korean Wave (Hallyu), or what we often call the Korean Wave, is a phenomenon of the development and spread of Korean popular culture. With the spread of the Korean Wave around the world, the Korean government must have realized this advantage. So that they collaborate a lot with countries that are heavily affected by the Korean Wave, such as Indonesia. This cooperation can greatly encourage the economy and spread of Korean culture in terms of both the entertainment and culinary industries.

Patbingsoo Korean Dessert House was first opened in South Tangerang in 2015. The restaurant, which started a business in Flavor Bliss, on Jalan Alam Sutera Boulevard, Alam Sutera, Serpong, South Tangerang, is very confident that it will get very profitable profits in Indonesia. The choice of a strategic location in the middle of the city crowd makes this restaurant easily attract customers to eat Korean specialties such as Kimchi Fried Rice, Tteokbokki, Dry Ramyeon, Korean Rice Box, Patbingsoo Kimbap and Bulgogi at Patbingsoo Korean Dessert House. Starting from business people who were invited to eat by Korean business partners, friends, relatives, and even young people affected by the Korean Wave, finally tried to eat at the Patbingsoo Korean Dessert House restaurant. Not only winning the tongue of the people in the capital city, now this restaurant is starting to spread its wings to other big cities.

Augie Fantinus, as the owner of the Patbingsoo Korean Dessert House, feels that his restaurant has more value than other Korean restaurants in the Flavor Bliss area, South Tangerang. It seems that his thoughts have come true. In a short time, the Patbingsoo Korean Dessert House was able to attract the hearts of the surrounding community,

especially Korean lovers, to buy food there. The entry of the Korean Wave in Indonesia can gradually affect the habits and even the lifestyle of the Indonesian people, especially teenagers. With the impact caused by this influence, it is likely that it will influence consumer purchasing decisions for a particular product.

II. THEORY BASIC

A. Korean Wave

Valentina & Istriyani in Larasati (2018) explained that a new phenomenon emerged in the era of globalization which had been dominated by western culture, namely the Hallyu or Korean Wave as a form of the Asian version of cultural globalization.

Andriana and Tatz (2011: 4) reveal more deeply about the Korean Wave, as follows: "Korean films, Korean dramas, Korean songs and their singers (including Boyband and Girlband), handsome actors, beautiful and white-skinned actresses. Korean food that has a very unique taste, language, fashion, to the video games and cartoons produced there are included in the Korean pop culture phenomenon which is the meaning of Hallyu or the Korean Wave itself" Rostineu (2014: 100) states that "The Korean wave (Hallyu) or what we often call the Korean Wave, is a phenomenon of the development and spread of Korean popular culture".

According to Simbar in Han (2019), the Korean Wave is a phenomenon of the flow of South Korean popular culture to the international world. Almost the same as Rostineu, Suryani (2015) explains more deeply about the Korean Wave as follows: "Korean wave is a term used for South Korean pop culture which has been successfully exported to other countries in Asia, Europe, and America. Through music, films and entertainment industry products such as television dramas, the Korean wave sells South Korean culture that combines traditional and modern life". The Korean Wave is a phenomenon towards the rapid growth of Korean culture through the mass media. This term first appeared on a celebrity gossip page in 2001 written by Hwan Joan, 2005 in Pertiwi (2013).

B. The Impact of the Korean Wave on People's Lifestyle

Since the beginning of the Korean Wave in Indonesia until now, the Korean Wave has been increasingly successful in Indonesia. Certainly, the Korean Wave has influenced many aspects of the lives of its fans. The Korean Wave phenomenon, which has created fanaticism, changes in behavior, and changes in consumer loyalty, is very interesting to learn and of course, becomes a lucrative business opportunity.

According to Lee in Nisrina (2020), the influence of the Korean Wave in the life of the Indonesian people, whether consciously or not, includes all aspects of drama, music, hairstyle, fashion style, food, and even daily lifestyle. In a special report entitled "Business Hallyu Status and Strategy in Southeast Asia", the Korean Trade-Investment Promotion Agency (KOTRA) said that the Korean wave in

Indonesia caused local consumers to become interested in the Korean lifestyle.

According to Larasati, S.A (2013), the rapid market demand for Korean food products is also influenced by the Korean wave phenomenon. This is used by many companies to enter and compete to attract the hearts of Indonesian consumers. Because it is not impossible that Korean food products will be more accepted by the wider community, not only within the scope of Korean wave fans. With regards to quality, the company continues to strive to improve the quality of the Korean food products they produce. The company makes its Korean food products adaptable to suit local flavors. So, people will feel more familiar with these food products. Overall, whether the quality, price, and value of the product are important to consumers, the company can make a reference to continue to see market demand and consumer appetite for Korean food products.

C. Definition of a Purchase Decision

Buchari Alma in Lestari (2019), states that a purchase decision is a consumer decision that is influenced by the financial economy, technology, politics, culture, products, prices, location, promotion, physical evidence, people and, process. So as to form an attitude towards consumers to process all information and draw conclusions in the form of a response that appears what products will be purchased.

Meanwhile, according to Schiffman and Kanuk in Lestari (2019), a purchase decision is defined as a choice of two more alternative choices. This is supported by Machfoedz (2013: 44), who argues that purchasing decisions are a process of assessing and selecting various alternatives according to certain interests by determining an option that is considered the most profitable.

According to Kotler & Armstrong in Lestari (2019), defining purchasing decisions is 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. Unlike Kotler & Armstrong, Tjiptono in Lestari (2019) is more in-depth about purchasing decisions as follows: "Purchasing decision is a process where consumers recognize the problem, seek information about a particular product or brand and evaluate properly each of these alternatives can solve the problem, which then leads to a buying decision".

D. Stages of the Purchasing Decision Making Process

According to Kotler and Armstrong in Han (2019), consumers will go through five stages in making a purchase decision. An overview of the purchasing decision process, as follows:

- 1) Recognition of needs is the first stage of the buyer's decision process, where consumers are aware of a problem or need.
- 2) Information search is a stage of the buyer's decision process where consumers want to find more information; consumers may only be paying attention or actively seeking information.

- 3) Evaluation of alternatives is a stage of the buyer's decision process where consumers use the information to evaluate alternative brands in a group of choices.
- 4) The purchase decision is the buyer's decision about which brand is the most preferred, but two factors can be between the purchase intention and the purchase decision.
- 5) Post-purchase behavior is a stage of the buyer's decision process where consumers take further action after purchase, based on their satisfaction or dissatisfaction

III. RESEARCH METHODS

A. Research Methodology and Research Analysis Unit

The method used is quantitative research with descriptive-correlative properties, namely research methods that provide explanations and descriptions as well as the relationships that occur between research variables through hypothesis testing that has been formulated previously.

B. Variables and their Measurements

According to Sugiyono (2012: 58), research variables are an attribute or nature or value of people, objects, or activities that have certain variations that are determined by researchers to be studied and drawn conclusions. There are 2 types of research variables, the first is the independent variable (X) which is a variable whose value affects the dependent variable. Second, the dependent variable (Y) is a variable whose value is influenced by the independent variable. According to Sugiyono (2013), independent variables are variables that affect or cause changes or the emergence of the dependent variable. In this study, the independent variable is the Korean Wave. According to Sugiyono (2013), the dependent variable is the variable that is influenced or becomes the result, because of the independent variable. In this study, the dependent variable is the Purchasing Decision.

C. Withdrawal Sampling Procedure

In this study, the authors conducted sampling using the simple random sampling method. Sugiyono (2017: 82) explains that: "Simple random sampling technique is a simple technique because the sampling of sample members from the population is done randomly without seeing and paying attention to the similarities or characteristics that exist in the population. This method is used when members of the population are considered homogeneous". The simple random sampling method was chosen because respondents were randomly selected and happened to be eating or transacting at the Patbingsoo Korean Dessert House while observing and distributing questionnaires.

D. Population

According to Silaen in Sugiyono (2018), the population is the whole of objects or individuals who have certain characteristics (properties) to be studied. The population used in this study are customers at Patbingsoo Korean Dessert House approximately 500 customers per month in 2020.

E. Sample

According to Silaen (2018: 87), samples are part of the population taken in certain ways to measure or observe their characteristics. To determine the size of the sample taken from the population, researchers used the formula proposed by Slovin in Mustafa (2010: 90) with a 90% confidence level with a value of $e = 10\%$ as follows: Formula: Where: n = Number of Samples N = Number of Population e = The error rate in selecting members of the tolerated sample is 10%. The required sample size is based on population data, the number of visitors at Patbingsoo Korean Dessert House during October 2020 is 500 people. Is known: $N = 500$ $e = 10\%$ So it can be concluded, the sample in this study used 83 respondents.

F. Data analysis method

The analytical method used in this study is correlation and regression. In connection with the objectives of this study, the data that has been collected will be processed using the SPSS (Statistical Package for the Social Sciences) package program. The SPSS used to process data in this research is SPSS version 25 which is an appropriate analytical tool to measure reliability, validity, correlation, and regression between Korean Wave variables and Purchase Decisions at Patbingsoo Korean Dessert House.

G. Time and Place of Research

This research took place from September 2020 to January 2021. This research was conducted at Patbingsoo Korean Dessert House, Flavor Bliss, Jalan Alam Sutera Boulevard No.1, Pakulonan, Kec. North Serpong, South Tangerang City, Banten 15325.

IV. RESULTS AND DISCUSSION

A. The history of Patbingsoo Korean Dessert House

Patbingsoo Korean Dessert House is a restaurant that uses a Korean theme as its charm. This restaurant was first built in 2015, located in Flavor Bliss, South Tangerang. This restaurant is named "Patbingsoo" which is a traditional Korean sweet, "Pat" which means red beans, and "Bingsoo" which means shaved ice. The name "Patbingsoo" represents a dessert that is well-known in Korea and loved by the public. At first, Mr. Augie Fantinus, Mrs. Susana Anggraini, and Mr. Derby, who are the owners of the Patbingsoo Korean Dessert House, chose the name because they planned to focus on the restaurant to only sell desserts such as Patbingsoo, Bingsoo, and drinks. But over time, Patbingsoo added Korean food to his menu list to attract buyers such as Bibimbab, Jjjajangmyeon, Ramyeon, and others. Patbingsoo Korean Dessert House is a franchise of restaurant Sorae Korean Grill and collaborates with Chuseyo coffee shop.

Patbingsoo Korean Dessert House already has 14 restaurant branches spread across several major cities in Indonesia, but 4 of them are permanently closed. Data from the Patbingsoo restaurant, which is still open until now, is shown in table 1.1 of Patbingsoo branches in Indonesia. Patbingsoo Korean Dessert House has the vision to make Korean desserts a favorite of the surrounding community,

and its mission are to process food using quality ingredients and proper and good processing methods. At first, Patbingsoo Korean Dessert House only had 3 employees per outlet, but now this restaurant has around 16-20 employees per outlet. Patbingsoo Korean Dessert House operates from 11.00 to 21.00 on weekdays, but during holidays it operates until 22.00. For customer capacity, this restaurant can accommodate around 40 customers. In building his restaurant, the owner of the Patbingsoo Korean Dessert House prefers suburban areas like Tangerang, one of them. This is because the Tangerang area is a strategic area for building a restaurant.

The competition that is not too tight with other restaurants, affordable rental prices, and close to the crowd, these reasons are what made the owner convinced to build several branches of Patbingsoo Korean Dessert House in the suburbs. Restaurant Patbingsoo Korean Dessert House is often used as a place for K-POP fanbase groups to celebrate

their idol's birthday or anniversary. For example in 2018, the Fanbase of the "WannaOne" group members at Pekan Baru, celebrated their 1st-year idol debut at the Patbingsoo Korean Dessert House by renting a place and ordering lots of food there. This proves that the Korean Wave has a positive influence on this restaurant.

B. Reliability Test Results

The Cronbach Alpha of the Korean Wave variable is $0.937 > 0.60$ and the Cronbach Alpha value of the Purchasing Decision variable is $0.810 > 0.60$ or it can be said that all statement items on the independent variable (X) and the dependent variable (Y) have an Alpha coefficient value greater than 0.60. So it can be concluded that the statement items concerning the Korean wave variable and the Purchase Decision are stated to be very reliable. Reliable means that the respondent succeeds in answering the proposed instrument consistently.

C. Mean / Average Test

Results Analysis of Mean Variable X (Korean Wave)

No.	Indicator	Statement	Mean	Mean Per Sub Variabel	Mean
1.	Korean food	Korean food is my favorite type of food	3,62	3,83	
2.		I think Korean food has a unique taste	4,16		
3		Korean food reminds me of Korean culture such as Idol Kpop even Korean dramas	3,69		
4.	Korean drama	I often watch and enjoy Korean dramas in my spare time	3,67	3,60	
5	I often see eating scenes in Korean dramas and was interested to try	I often see eating scenes in Korean dramas and was interested to try	3,73		
6.		I imitated the eating style of a character in Korean dramas	3,39		
7.	Korean fashion	I think Korean-style fashion is very unique and attractive	4,27	3,77	3,75
8.		I want to try wearing Korean-style fashion	3,83		
9		I often wear Korean-style fashion when traveling	3,21		
10.	Korean music	I think Korean music sounds unique and fun	4,01	3,85	

Based on the results of the descriptive statistics above, it can be seen that the mean value of each statement shows the tendency of the respondent's behavior in answering various statements. The mean average of the five (5) indicators of the Korean Wave variable is 3.75 which, when viewed from the interval indicator, is at 3.41 - 4.20 which means Good / High. This means that the respondent agrees with these statements. The highest mean value is 4.27, which is owned by Statement 7 "I think Korean-style fashion is very unique and attractive.", This means that the respondent strongly agrees with the statement. This can be seen from the interval indicator at 4.21 - 5.00 which means Very Good / Very High. The lowest mean value is 3.21, which is owned by Statement 9 "I often wear Korean-style fashion when traveling." This means that the respondent quite agrees with the statement. This can be seen from the interval indicator at 2.61 - 3.40 which means Enough / Moderat.

D. Analysis of Mean Variable Y (Purchase Decision)

No.	Indicator	Statement	Mean	Mean Per Sub Variabel	Mean
1.	Introduction to the Problem	I intend to eat at Patbingsoo because I have to meet my physical needs	3,96	3,96	4,08
2.		I am interested in eating at Patbingsoo because I want to try the taste of Korean food	4,13		
3		I want to buy a meal at Patbingsoo because this restaurant is famous for	3,80		
4.	Information Search	I often watch and enjoy Korean dramas in my spare time	I got information about Patbingsoo from social media	3,71	
5			3,83		
6	Product Evaluation	Before I buy food in Patbingsoo I consider my situation first such as my time, money, and location	4,32	4,21	
7		Before I buy food at Patbingsoo, I consider the type, shape, and quality of the food and drink first	4,33		
8		I am interested in buying food at Patbingsoo because the menu is interesting and appetizing	3,98		
9	Solution to problem	I would buy a meal at Patbingsoo if the quality of the dish was up to	4,33	4,24	
10		I want to taste all the dishes on the menu Patbingsoo	4,20		
11		I chose to eat at Patbingsoo because of a recommendation from an acquaintance of	4,18		
12	Purchase Decisions	Good taste of food, good atmosphere, and good service, I decided to buy a meal at Patbingsoo	4,15	4,18	
13		I feel satisfied when eating at Patbingsoo because of that I will return to Patbingsoo next time	4,10		
14		I bought food at Patbingsoo because of an invitation from an acquaintance of	4,28		

The average mean of the five (5) indicators of the Purchasing Decision variable is 4.08 which, when viewed from the interval indicator, is at 3.41 - 4.20 which means Good / High. This means that the respondent agrees with these statements. The highest mean value is 4.33, which is owned by Statement 7 "Before I buy food at Patbingsoo, I consider the type, shape, and quality of the food and drink first. And statement 9 "I will buy food at Patbingsoo if the quality of the dish is up to the price.", this means that the respondent strongly agrees with the statement. This is seen from the value interval 4.21-5.00 which means Very Good / Very High. The lowest mean value is 3.71 which is owned

by Statement 4 "I got information about Patbingsoo from social media.", This means that the respondent agrees with the statement. This is seen from the value interval from 3.41 to 4.20 which means Good / High.

E. Correlation Coefficient Test

Based on the results of the Korean Wave variable data processing and Purchase Decisions using the Pearson Correlation above, it is known that the correlation results are 0.350. The relationship between Korean Wave and Purchase Decision at Patbingsoo Korean Dessert House, South Tangerang is in the interval 0.20 - 0.399. It can be

concluded that the relationship between these two variables is low or has little effect on the relationship given. Many people like Korean things, but not necessarily those who like Korea will often buy or often visit Korean places, such as the Patbingsoo Korean Dessert House. There are many customers who come to Patbingsoo Korean Dessert House just to try how the taste of Korean specialties itself.

F. Determination Coefficient Test

Based on the calculation results, the coefficient of determination (R square) is 0.122, which means that the contribution of the influence of the Korean Wave variable on purchasing decisions is 12.2%. While the remaining 87.8% is influenced by other factors not included in this study. Such as variable prices, promotions, and other factors.

G. Simple Linear Regression

From the regression analysis, it can be seen that the α value is 47.879. This value shows that when the Korean Wave variable (X) is worth 0, the Purchase Decision as the variable (Y) will have a value of 47.879. Meanwhile, the value of β , which is 0.171, shows that when the Korean Wave variable increases by one unit, the Purchasing Decision variable will increase by 0.171 units or 17.1%. Whereas the influence model is directly proportional to the Korean Wave on the Purchase Decision, meaning that if the value of the Korean Wave Variable (X) increases, the Purchasing Decision variable (Y) will increase and vice versa.

H. Result of Hypothesis t (Partial)

The t statistical test is used to determine whether the independent variable regression model partially has a significant effect on the dependent variable. To determine whether or not the effect of the tested independent variables is in effect, a significance level of 0.05 is used, the degree of freedom (df = 83) is obtained from $df = (n - k)$ where n is the number of respondents and k is the number of the dependent variable. In this test (n) = 83. So that we get an at-table of 1,990 from (df = 83-2 = 81) on a 2 (two) side test, with the test criteria, namely if $t_{count} > t_{table}$ then H_0 is rejected and H_a is accepted, vice versa. if $t_{count} < t_{table}$ then H_0 is accepted and H_a is rejected From table 4.44 above, it can be seen that the Korean Wave variable has a value of $t_{count} 3.358 > t_{table} 1.990$. So it can be concluded that partially the Korean Wave variable (X) has a positive and significant effect on Purchasing Decision (Y). Obtained significant results that show a value of $0.001 < 0.05$, which means that there is a significant influence between the Korean Wave (X) on the Purchase Decision (Y). This shows that H_0 is rejected and H_a is accepted, meaning that the Korean Wave variable partially has a positive and significant effect on Purchasing Decisions. Thus, if the value of the Korean Wave variable increases, the purchase decision will increase.

V. CONCLUSIONS AND SUGGESTIONS

A. Conclusion

The Korean Wave (X) variable can be categorized as a good variable. This is indicated by the mean average value obtained, which is equal to 3.75. Among the indicators of the five sub-variables regarding the Korean wave, the statement "I think Korean fashion is very unique and interesting" has the highest mean value of 4.27. So it can be concluded that Korean fashion really attracts the attention of respondents.

Purchasing Decision Variable (Y) can be categorized as a good variable. This is indicated by the mean average value obtained, which is equal to 4.08. Among the indicators of the five sub-variables regarding purchasing decisions, statement 7 is "Before I buy food at Patbingsoo, I consider the type, shape, and quality of the food and drink first. And statement 9 "I will buy food at Patbingsoo if the quality of the dish is up to the price." Both have the highest mean value, namely 4.33. It can be concluded that product quality and price are the main concerns of respondents when they are about to eat at Patbingsoo Korean Dessert House.

Based on the calculation of simple linear regression in this study, it can be concluded that the α value is 47.879. This value shows that when the Korean Wave variable (X) is worth 0, the Purchase Decision as the variable (Y) will have a value of 47.879. Meanwhile, the value of β , which is 0.171, shows that when the Korean Wave variable increases by one unit, the Purchasing Decision variable will increase by 0.171 units or 17.1%. Whereas the influence model is directly proportional to the Korean Wave on the Purchase Decision, meaning that if the value of the Korean Wave Variable (X) increases, the Purchasing Decision variable (Y) will increase and vice versa.

Based on the calculation of the t-test in this study, it can be concluded that the Korean Wave variable has a count value of $3.358 > t_{table} 1.990$. So it can be concluded that partially the Korean Wave variable (X) has a positive and significant effect on Purchasing Decisions (Y).

B. Suggestion

After analyzing the impact of the Korean wave on purchasing decision making at Patbingsoo Korean Dessert House, South Tangerang, the researcher has several suggestions that can be used as a good reference for the research object, future research, and studies related to the research variables taken. The suggestions given by the author are as follows: Based on the statement that has the lowest mean value on the Korean Wave variable, namely the Korean Drama indicator with a mean value of 3.60 or with sufficient category. Respondents who were sampled in this study to make purchasing decisions were not too highly influenced by the factors of watching Korean dramas in their spare time, eating scenes of Korean dramas, and imitating a character in Korean dramas. We recommend that for the next research to add other indicators that can influence consumer purchasing decisions that are sampled in the study. Based on the statement that has the lowest mean

value on the purchasing decision variable, namely the information search indicator with a mean value of 3.71 or with a good category. It is recommended that the managers of the Patbingsoo Korean Dessert House pay more attention and increase online promotion, especially through social media, to introduce Patbingsoo products more widely. In this era, many entrepreneurs in the food and beverage sector are promoting their products by collaborating with well-known YouTubers who host culinary events such as Tan Boy Kun, Ken & Grat, and Magdalena to review these foods and beverages, this method has proven to be very effective in attracting new customers out there.

Based on the calculation of the Correlation Coefficient in this study, it can be concluded that the correlation result is 0.350. The relationship between Korean Wave and Purchase Decision at Patbingsoo Korean Dessert House, South Tangerang is on an interval scale of 0.20-0.399. It can be concluded that the relationship between these two variables is weak or has little influence on the relationship given. The author suggests the next researcher add other Korean Wave variables to improve the relationship between Korean Wave and purchasing decisions at Patbingsoo Korean Dessert House.

Based on the calculation of the coefficient of determination in this study, it can be concluded that the purchase decision is influenced by the Korean wave by 12.2%, while the remaining 87.8% is influenced by other factors which are not summarized in this study such as price, promotion and other factors. The author suggests the next researcher add another Korean Wave variable to increase the contribution of the influence of the Korean Wave relationship on purchasing decisions at the Patbingsoo Korean Dessert House.

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