

THE INFLUENCE OF THE KOREAN WAVE ON THE PURCHASE INTEREST OF SOUTH KOREAN CULINARY PRODUCTS WITH FOOD VLOGGERS AS A MODERATING VARIABLE

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ABSTRACT

Korean Wave is very popular in Indonesia so it is not surprising that it has many fans in Indonesia. The popularity of the Korean Wave has had an impact on the further development of South Korean culinary products. This is also supported by various reviews by several food vloggers which ultimately encourage consumer buying interest. This research aims to examine the influence of the Korean wave on interest in purchasing South Korean culinary products, and food vloggers as a moderating variable on the influence of the Korean wave on interest in purchasing South Korean culinary products. To obtain data, a sample of 100 respondents was taken representing Generation Y or millennials and Z in Salatiga City using the Purposive Sampling technique. The analytical tools used are simple regression analysis and Moderated Regression Analysis. The research results show that the Korean Wave has a positive effect on interest in buying South Korean culinary products. Apart from that, Food Vlogger strengthens the positive influence of the Korean Wave on interest in buying South Korean culinary products.

Keywords: *Korean Wave, Food Vlogger, buying interest, South Korean culinary products*

INTRODUCTION

Culture shapes the beliefs, values, and behaviors of individuals within a society, influencing consumer choices. Some cultures are widely embraced, drawing in people from different nations due to their popularity and appeal (Hudani, 2020). South Korean culture has made its way into Indonesia, capturing the interest of many.

South Korean culture is commonly known as the Korean Wave or Hallyu. Hallyu denotes the surge of Korean popular culture that gained prominence in the late 1990s in China and Southeast Asia. This cultural phenomenon is particularly favored by the youth who are captivated by Korean fashion, music, dramas, movies, and cuisine (Martin Roll, 2020). The Korean wave or hallyu phenomenon can be seen in the widespread popularity of South Korean pop culture, which includes K-pop, K-drama, K-film, K-hy-tech lifestyle, K-culture, K-culinary, K-literature, K-traditional language, and K-beauty, being embraced globally (Cindrakasih, 2021). According to Herlina (2017), the rise of Korean wave/hallyu in Indonesia is attributed to Korean dramas, movies, music, food, cosmetics, and fashion.

The culinary industry, with a focus on Korean cuisine, has gained immense popularity in various countries, including Indonesia. According to Parama Indonesia, an organization dedicated to fostering business growth, Indonesia's culinary sector has experienced a remarkable growth rate of 7-14% annually over the past 5 years (<http://cnnindonesia.com>). This growth can be

attributed to the increasing interest in K-Pop and Korean dramas, which has led to a rapid development of Korean food in Indonesia. From restaurants and cafes to street food and instant ready meals, Korean cuisine has flourished in various forms. The spicy and flavorful nature of Korean food has captivated the Indonesian public, as it shares similarities with their own cuisine.

The Korean Wave sparks individuals' curiosity in acquiring the item and motivates them to finalize a purchase. It has significantly contributed to the rise in international tourism in Korea and the surge in the consumption of Korean food products by overseas consumers (Kim & Hong, 2017). Numerous past research has demonstrated that the Korean wave contributes positively to the import of Korean goods and boosts sales (Setyani & Azhari, 2021). Other study indicate that the Korean wave positively influences the purchasing interest in products originating from Korea (Cahyani & Zahara, 2021).

Kotler & Keller (2016) highlight that consumers undergo various stages before finalizing a purchase, such as recognizing a problem, searching for information, evaluating alternatives, making a decision, and exhibiting post-purchase behavior. Consumers usually gather information from different sources before making a purchase, either directly or through social media channels.

According to the We Are Social 2022 Report, the utilization of social media among Indonesians exhibited a rising pattern from January 2014 to January 2022. The data reveals that there were 191

million active social media users in Indonesia as of January 2022, marking a 12.35% increase from the previous year's 170 million users.

YouTube is a highly sought-after social media platform among Indonesians. As per Databoks (www.databoks.katdata.co.id), a staggering 94% of internet users aged 16-64 in Indonesia utilize YouTube. This percentage surpasses that of other platforms, making YouTube the most widely accessed platform in the country. Globally, Indonesia ranks among the top three countries with the highest number of YouTube users, totaling 127 million users as of January 2022. This figure places Indonesia behind India (467 million users) and the United States (240 million users). YouTube has undoubtedly emerged as one of the most popular social media platforms today, captivating the public's attention with its diverse range of video content

(<https://dataindonesia.id/digital/detail/pengguna-youtube-indonesia-terbesar-ketiga-di-dunia-pada-2022>).

The widespread use of social media platforms like Youtube significantly affects the daily lives of its users. A notable influence comes from the presence of influencers who actively engage with their audience on Youtube. These influencers hold a great deal of sway over their followers, leading them to trust and follow their recommendations. For instance, Indonesians who are fans of South Korean culture often show a preference for products endorsed by popular celebrity influencers (Siswandi & Djawoto, 2019).

According to Briliana et al. (2020), food vloggers play a significant role as influencers in the culinary world. These vloggers create video reviews on taste, appearance, and other details, which they then share on their YouTube channels (Styawan & Buwana, 2023). The content produced by food vloggers includes informative product reviews that have the power to sway their audience. As a result, consumers can now make more informed decisions when selecting food and beverage items that align with their preferences. The firsthand experience of tasting the food and drinks showcased in these reviews also boosts consumers' trust in the vloggers' recommendations.

Adiwaluyo (2016) highlighted the impact of food vloggers on purchase intention in an interview with Ellen Widodo, the General Manager Marketing & PR of Boga Group. It was emphasized that food vloggers play a crucial role in generating interest in purchasing products, serving as a valuable digital marketing tool. On the other hand, Jesslyn (2016) pointed out the numerous benefits of culinary marketing through food bloggers for both business owners and influencers. For business owners,

positive reviews from food bloggers can enhance brand visibility and attract more customers, ultimately leading to business growth.

Several prior studies have investigated the impact of the Korean wave on purchase intention. Certain studies indicate that variables related to the Korean wave have a notable influence on purchase intention (Cahyani & Zahara, 2021; Setyani & Azhari, 2021). Conversely, research conducted by Wardani (2021) suggests that the Korean wave does not have a significant effect on purchase intention. Considering these findings, it can be concluded that there are inconsistencies or disparities in the results of previous studies regarding the partial effect of the Korean wave on consumer interest in a product.

Meanwhile, on the food vlogger variable, several previous studies have been conducted to examine the effect of food vloggers on consumer buying interest. Syahbani & Widodo (2017) found empirical evidence that food vloggers are able to increase consumer buying interest. Research conducted by Wardani (2021) found that food vloggers through social media are able to influence an increase in buying interest. No or no previous research has been found that shows that food vloggers do not affect consumer buying interest.

Based on previous research findings that highlight the impact of food vloggers on consumer behavior, this study sets itself apart by introducing the food vlogger variable as a moderating factor. This implies that the food vlogger variable has the potential to either enhance or diminish the link between the Korean Wave and consumer purchasing interest. To the best of the author's knowledge, there is a lack of prior studies that have explored this specific relationship. Therefore, this presents an intriguing avenue for further exploration. The decision to position the food vlogger variable as a moderating factor is rooted in the belief that the influence of the Korean Wave, coupled with food vlogger endorsements on platforms like YouTube, can significantly sway consumer interest in South Korean culinary offerings.

Based on the phenomenon, research gap, and differentiating factors of this study from previous research, the research problem addressed is: 1) whether the Korean Wave influences the purchasing interest of South Korean culinary products? 2) whether food vloggers can strengthen the influence of the Korean Wave on the purchasing interest of South Korean culinary products?

Based on these considerations, this study aims to examine: (1) the influence of the Korean Wave on the purchasing interest of South Korean culinary products, and (2) food vloggers as a moderating variable in the influence of the Korean Wave on the purchasing interest of South Korean culinary

products. Thus, it is expected that the research results can enhance insights and provide appropriate recommendations regarding marketing strategies for companies.

LITERATURE REVIEW

The theory of consumer behavior focuses on understanding how people and organizations make decisions when choosing, purchasing, and using goods, services, or ideas to meet their needs and desires (Kotler & Keller, 2008). Consumer behavior is a complex process that involves individuals and groups as they search for, evaluate, purchase, use, and discard products, services, and ideas that they believe will fulfill their expectations (Johan, 2011).

The S-O-R theory, proposed by Houland, et. Al in 1953, highlights three crucial elements in the S-O-R communication model: Message (Stimulus, S), Communication (Organism, O), and Effect (Response, R). Essentially, this theory suggests that the communicator's message aims to influence and shape the attitude/behavior of the target audience as desired. The quality of the stimulus plays a fundamental role in triggering the assumed response in the organism, forming the basis of the S-O-R theory. Ultimately, the effectiveness of behavior change relies on the quality of the stimulus that interacts with the organism, emphasizing the principles of communication.

Purchase Intention

Based on the research by Ramlawati & Lusyana (2020), the interest in purchasing serves as a fundamental factor for individuals when deciding on a product or service. On the other hand, as mentioned by Kotler & Armstrong (2010), buying interest emerges following a thorough evaluation process involving various choices related to a product or service, taking into account factors such as brand and personal interest (Dewi & Aslami, 2022). In summary, consumer interest in making a purchase is driven by the impact of product quality, information, and evaluation process.

Korean Wave

Martin Roll (2020) highlight that the term Korean Wave or hallyu, which was coined by Chinese media in 2002 to describe the rise and widespread popularity of South Korean culture in China. Song (2020) defines hallyu as the global spread of modern popular culture from the South Korean entertainment industry, including KPop, K-Drama, films, animation, games, K-Food, and fashion, which started in the 1990s and continues to evolve with new iterations today.

Food Vlogger

Food vloggers are experts in sharing insights about the world of cuisine and sharing their knowledge on the popular social media platform YouTube (Mariezka et al., 2018). They are influential figures in the culinary industry who create content that educates viewers on various skills and provides

detailed descriptions through video content that is shared on YouTube.

The influence of Korean Wave on Purchase Intention

The rise of modernization and globalization has led to the emergence of various cultural phenomena, including popular culture (Larasati, 2018). According to Sembiring (2021), Indonesia has witnessed the emergence of different forms of popular culture, one of which is the Korean Wave or Korean culture. Since the Korean Wave made its way into Indonesia, there has been a growing fascination among Indonesians towards Korean culture. One aspect that has gained significant popularity is Korean Food, which frequently features in Korean dramas. As a result, there has been a surge in the availability of Korean Food in Indonesia, with numerous shops, supermarkets, and online stores catering to the increasing demand. This has further fueled the enthusiasm of people in Indonesia to purchase and indulge in Korean Food.

The purchase intention of consumers is influenced by the image of South Korea, the country of origin. Consumers consider the country of origin as it shapes their perceptions of product quality (Sagir et al., 2021). This perception is influenced by popular culture trends, which can create a positive image of products from South Korea. The stronger the cultural trend, the more likely potential consumers are to desire purchasing these products. The spread of South Korean culture has a significant impact on consumer interest in buying (Hudani, 2020). If individuals have a liking for South Korean cultural products such as dramas, movies, and music, they are more likely to purchase goods related to South Korean culture (Lestari & Bafadhal, 2019).

Additionally, studies have demonstrated the impact of the Korean wave on consumer purchasing behavior, as evidenced by the research conducted by Cahyani & Zahara (2021) and Setyani & Azhari (2021). Moreover, Siswandi & Djawoto (2019) also found a substantial correlation between the Korean wave and buying interest. In light of these findings, it is evident that the Korean Wave influences the buying interest in South Korean culinary products. The hypothesis can be summarized as follows:

H1: Korean Wave has a positive effect on buying interest in South Korean culinary products

The influence of Korean Wave on Purchase Intention: The Moderating Effect of Food Vloggers

The rising popularity of South Korean culture and products in Indonesia is closely intertwined with the digitalization era. With increased internet access, consumers now have easier access to information about the South Korean culinary products they desire. Indonesia stands out as a fast adopter of Korean culture, as evidenced by the growing number of Indonesians who have developed a liking

for South Korean food. Research conducted by Sagia & Situmorang (2018); Siswandi & Djawoto (2019) confirms that the Korean Wave has had a positive and significant impact on the purchasing interest of Indonesian consumers in South Korean food products.

Before making a purchase, potential consumers tend to seek out the necessary information. This information can be obtained from reviews provided by consumers who have already used the product. The more positive reviews a product has, the greater the interest of potential consumers in buying it (Ambarwati, 2020). When it comes to food products, video reviews by food vloggers are the most easily accessible. These vloggers provide important information about the product and share their experiences honestly with their audience. As a result, food vlogger videos play a significant role in influencing consumer buying interest. According to research conducted by Damayanti (2019), online reviews have a positive impact on purchase intention. Customers' honest recommendations based on their own experiences with a product or service are generally considered more trustworthy than the promotional activities offered by the company.

The aforementioned assertion aligns with the S-O-R theory (Stimulus, Organism, Response) proposed by Houland, et. Al in 1953, which highlights three crucial components in the S-O-R communication model: Message (Stimulus, S), Communication (Organism, O), and Effect (Response, R). Essentially, this indicates that the message delivered by the food vlogger will essentially influence and modify the attitude/behavior of the intended audience to respond as desired by the communicator.

Food vloggers on YouTube play a crucial role in educating viewers about various products. The

success of video content largely depends on the appeal of the vlogger creating it, especially in the case of beauty vloggers. Today, food vloggers are gaining more recognition and popularity as they are perceived as influential figures who offer valuable insights on products (Sari, 2016). By establishing trust with consumers through their content, food vloggers are able to influence consumer purchasing decisions. This phenomenon, known as consumer buying interest, is a direct result of the recommendations made by these vloggers.

Research carried out by Cristina (2020) indicates that Food Vloggers play a crucial role in stimulating purchasing interest in Korean restaurants among consumers residing in Tangerang and West Jakarta. On the other hand, a separate study conducted by Amaluddin (2022) reveals that the impressions made by K-Mukbang food vloggers have a significant impact on boosting the purchasing interest in Korean food products among teenagers in Kendari city.

Based on the explanation provided, by incorporating the food vlogger variable as a moderating factor in the impact of the Korean Wave on the purchasing interest of food products from South Korea, it is reasonable to assume that the presence of food vlogger reviews on South Korean culinary items will enhance the influence of the Korean Wave on consumer purchasing interest in South Korean culinary products. Essentially, the stronger the Korean Wave or the greater the impact it has on individuals, coupled with the support from food vloggers who review the taste, appearance, and other relevant information about South Korean culinary products and share these reviews on their YouTube channels, the more likely it is to affect consumer interest in purchasing South Korean culinary products

H2: Food Vloggers strengthen the positive influence between Korean Wave on purchase intention of South Korean culinary products

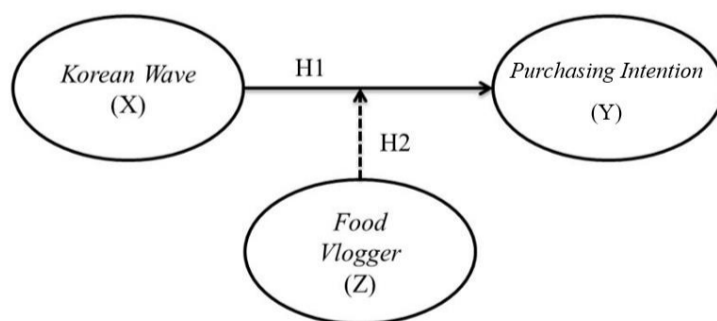


Figure 1. Research Framework

RESEARCH METHODS

This study employs an explanatory research design. The primary purpose of utilizing this method is to examine the proposed hypothesis, aiming to elucidate the relationship between the independent and dependent variables in the hypothesis. The research focuses on the residents of Salatiga City

who are part of the Y or Z generations. To determine the population size, the study refers to the year, with data from the Central Bureau of Statistics of Salatiga City indicating a population of 89,518 individuals aged 20-39 in 2021. (<https://salatigakota.bps.go.id/statictable/2022/03/28/781/jumlah-penduduk->

menurut-kelompok-umur-dan-jenis-kelamin-di-kota-salatiga-2021.html)

The study's sample size was determined using the Slovin formula (Husein, 1999). According to Slovin's formula, there were 100 respondents representing generation Y or millennials and Z in Salatiga City. To ensure the validity and reliability of the research instrument, a pilot test was conducted with an additional 30% of the total sample (30 respondents). Purposive sampling technique was utilized for the sampling process,

which involves selecting participants based on specific criteria (Noor, 2011). The criteria for the sample included individuals aged between 20-39 years, residing in Salatiga, and having viewed food vlogger vlogs reviewing South Korean cuisine in the past two weeks. For the third sample criteria, the chosen food vlogger for this study was Ria SW, also known as Ria Sukma Wijaya. Ria SW started her personal Youtube channel in 2016 and currently has 4.22 million subscribers. The indicators for each variable can be found in the table 1 below.

Table 1. Operational Definitions and Variable Measurement Indicators

Variable	Definition	Indicator	Sources
Food Vlogger	An influencer who makes video reviews of food and beverages and uploads them to social media	<ul style="list-style-type: none"> ▪ <i>Trusworthiness</i> ▪ <i>Exspertise</i> ▪ <i>Attractiveness</i> ▪ <i>Respect</i> ▪ <i>Similarity</i> 	(Shimp & Promosi, 2003)
Korean Wave	The spread of Korean culture which was then adopted by the community	<ul style="list-style-type: none"> ▪ Comprehension ▪ Attitudes Behavior ▪ Perception 	(Sumiati, and 2020)
Purchase Intention	A basis for someone to consider or make decisions in choosing a Korean culinary product.	<ul style="list-style-type: none"> ▪ Transactional Interest ▪ Referential Interest ▪ Preferential Interest ▪ Exploratory Interest 	(Ferdinand, 2002)

The research utilized primary data, gathered from respondents selected based on sample criteria. Questionnaires were distributed directly through online media to collect primary data. An online questionnaire using Google Form was employed for data collection, allowing respondents to select answers for each question. The Likert scale, with scores ranging from 1 (Strongly Disagree) to 5

(Strongly Agree), was used as the measurement scale. Various analysis techniques were applied, including validity test, reliability test, classical assumption test, hypothesis testing, and Moderated Regression Analysis (MRA). MRA was specifically used to test the second hypothesis (H2) in this study. The test model in the equation is as follows:

$$\text{Purchase Intention} = \beta_0 + \beta_1 \text{Korean Wave} + e \dots\dots\dots (1)$$

$$\text{Purchase Intention} = \beta_0 + \beta_1 \text{Korean Wave} + \beta_2 \text{Food Vlogger} * \text{Korean Wave} + e \dots (2)$$

RESULTS AND DISCUSSION

Respondent Overview

The research was carried out on a group of 100 participants who are categorized as either Generation Y or Millennials and Generation Z. These individuals reside in Salatiga. The participants were carefully chosen based on specific

criteria, which included being residents of Salatiga and falling within the age range of 20-40 years old. Furthermore, the selected participants were required to have watched Ria SW's vlog, where she reviews South Korean cuisine as a food vlogger, at least once in the past two weeks.

Table 2. General description of respondents

Characteristic	Category	Total	%
Gender	Male	28	28,0
	Female	72	72,0
	Total	100	100,0
Last Education level	High school	44	44,0
	College	56	56,0
	Total	100	100,0
Ages	< 20 years	9	9,0
	20 – 30 years	89	89,0
	31 – 40 years	2	2,0
	Total	100	100,0
Occupation	Civil Servant/TNI/Police	1	1,0
	Private Employee	29	29,0
	Self-employed	11	11,0
	Student or College Student	31	31,0
	Housewife	7	7,0

Characteristic	Category	Total	%
	Others	21	21,0
	Total	100	100,0
Income/month	< 1 million	35	35,0
	1– 2 million	24	24,0
	> 2 million	41	41,0
	Total	100	100,0
Whether or not they have visited South Korea	Ever	2	2,0
	Never	98	98,0
	Total	100	100,0

Source: Primary Data, 2023

The participants in this research were not limited to specific gender groups, allowing both men and women to participate. Nevertheless, the majority of participants were women, specifically 72 individuals (72.0%), while the remaining 28 individuals (28.0%) were men. The higher number of female participants suggests a greater preference for South Korean culinary products among women. This could be attributed to the fact that women tend to be more open in expressing their preferences towards South Korean culture, including culinary offerings.

The survey results indicated that a significant portion of the participants were college graduates, specifically 56 individuals (56.0%). This highlights the prevalence of higher education among the respondents, suggesting that they may possess a greater understanding of various topics, such as South Korean culinary offerings. Moreover, the majority of respondents fell within the 20-30 age bracket, totaling 89 individuals (89.0%). This demographic trend hints at a growing interest among young adults in South Korean cuisine.

Most respondents disclosed having one of two types of occupations, with Students (31.0%) and Private Employees (29.0%) being the most common. The different occupations reported by respondents seem to correlate with their monthly income. According

to Table 2, 41 respondents (41.0%) earned more than Rp 2 million per month. On the other hand, 35 respondents (35.0%) earned less than Rp 1 million monthly.

In addition, it is worth noting the number of respondents who have or have not visited South Korea as supplementary information. This information is particularly intriguing because it is possible that individuals who are fond of South Korean cuisine may have a desire to experience the country's specialties firsthand in their own homeland. According to the data provided in Table 2, it is evident that only two respondents (2.0%) have actually visited South Korea. This figure is significantly lower compared to the 98 other respondents (98.0%) who have never had the opportunity to visit the country. This highlights the immense influence of Korean culture in various parts of the world, including Indonesia. Despite the majority of respondents never having been to South Korea, they still exhibit a strong interest in Korean culture, including its culinary offerings.

Results of Validity and Reliability Test of Research Variables

Validity and reliability tests were carried out on Korean Wave variables, Food Vloggers and purchase intention for South Korean culinary products.

Table 3. Validity Test Results

Variable	Empirical Indicator	Corrected item-total correlation	Assessment
Korean Wave	knowing some of the Korean Wave such as dramas, songs, fashion to South Korean cuisine	0,556	Valid
	know that Korean Wave is very popular in Indonesia	0,446	Valid
	always follow the development of Korean Wave	0,736	Valid
	like the Korean Wave that I see/hear/watch/consume	0,724	Valid
	always take the time to be able to see/hear/watch/consume South Korean products	0,714	Valid
	interested in learning about Korean Wave	0,638	Valid
	feel that Korean Wave is a very interesting culture	0,808	Valid

Variable	Empirical Indicator	<i>Corrected item-total correlation</i>	Assessment
	feel that Korean Wave is a unique culture	0,746	Valid
	happy to accept the entry of Korean Wave in Indonesia	0,729	Valid
	The entry of Korean Wave in Indonesia has a positive impact on society	0,618	Valid
Food Vlogger	a reliable figure in reviewing Korean Food	0,729	Valid
	reliable in reviewing every Korean Food	0,795	Valid
	honest as it is in reviewing every Korean Food	0,736	Valid
	has extensive knowledge about Korean Food	0,804	Valid
	have experience in reviewing Korean Food	0,788	Valid
	straightforward in reviewing every Korean Food	0,837	Valid
	have a beautiful face	0,654	Valid
	look attractive every time they review Korean Food	0,764	Valid
	always look attractive when reviewing Korean Food	0,675	Valid
	have a good attitude	0,791	Valid
	have an interesting personality	0,722	Valid
	use an interesting speaking style so as not to cause boredom for the audience	0,783	Valid
	feel that my age is not far adrift with Ria SW's age	0,391	Valid
	feel that I have similar hobbies with Ria SW in the culinary field	0,558	Valid
	both like Korean Food	0,502	Valid
Interest in Purchasing South Korean Culinary Products	interested in buying Korean Food products after being introduced by Ria SW	0,82	Valid
	interested in buying Korean Food products after seeing product reviews conducted by Ria SW	0,842	Valid
	interested in inviting friends to buy Korean Food products reviewed by Ria SW	0,784	Valid
	interested in inviting other family members to buy Korean Food products reviewed by Ria SW	0,751	Valid
	Korean Food products reviewed by Ria SW help me find authentic Korean cuisine that suits my tastes	0,68	Valid
	feel suitable for Korean Food products reviewed by Ria SW	0,79	Valid
	Information from reviews of Korean Food products by Ria SW is very useful	0,809	Valid
looking for information from other sources so as to enrich knowledge about Korean Food products	0,534	Valid	

Source: Primary Data, 2023

According to Table 3, the validity test phase 1 reveals that the Korean Wave variable's corrected item-total correlation or *r hit* value ranges from 0.446 to 0.808. This indicates that the value of *r hit* is greater than $r_{0.05}$ (0.197), confirming the validity of all empirical indicators utilized to assess the Korean Wave variable.

The initial validity testing for the Food Vlogger variable in Stage 1 reveals that the corrected item-total correlation or *r hit* value varies between 0.391 and 0.837. This indicates that the value of *r hit* is greater than $r_{0.05}$ (0.197), confirming the validity of all empirical indicators employed to assess the Food Vlogger variable.

The initial validity testing conducted on the variable of purchase intention for South Korean culinary products revealed that the corrected item-total correlation, or *r hit* value, falls within the range of 0.534 to 0.842. These results indicate that the value of *r hit* is greater than $r_{0.05}$ (0.197), confirming the validity of all empirical indicators utilized to assess the variable of purchase intention for South Korean culinary products.

Furthermore, the reliability test of each variable which is an inseparable part of the validity test shows the results as shown in Table 4 below.

Table 4. Reliability Test Results

Variable	Cronbach Alpha	Assessment
Korean Wave	0,908	Reliable
Food Vlogger	0,940	Reliable
Interest in Purchasing South Korean Culinary Products	0,925	Reliable

Source: Primary Data, 2023

The data from Table 4 suggests that during the reliability test, it was determined that all Cronbach alpha values for each variable were reliable, given that they surpassed the 0.70 threshold.

Classical Assumption Test

The variable that is tested for normality is the residual variable. The Kolmogorov-Smirnov (K-S) non-parametric statistical test was chosen to test the normality of the residual variables, the test results of which are shown in Table 5 below:

Table 5. Normality Testing Results 1

	Unstandardized Residual
Kolmogorov-Smirnov Z	0,765
Asymp. Sig (2-tailed)	0,601

Source: Primary data processed, 2023

According to the findings presented in Table 5, the normality test indicates that the residual variable's Kolmogorov-Smirnov (K-S) value is 0.765.

Notably, the significant value of 0.601 is greater than 0.05. Consequently, one can conclude that the residual variable follows a normal distribution.

Table 6. Normality Testing Results 2

	Unstandardized Residual
Kolmogorov-Smirnov Z	0,796
Asymp. Sig (2-tailed)	0,551

Source: Primary data processed, 2023

The outcome of the normality test, displayed in Table 6, reveals that the Kolmogorov-Smirnov (K-S) value for the residual variable is 0.796. This value, being greater than 0.05, indicates that the residual variable follows a normal distribution with a significant value of 0.551. Hence, we can conclude that the residual variable exhibits normality.

The subsequent test to consider is the multicollinearity test. In order for a regression model to be effective, it is crucial that there is no correlation between the independent variables. The detection of multicollinearity among these variables can be determined by examining the Tolerance and VIF values obtained from the regression test results.

Table 7. Multicollinearity Test Results

Variable	Tolerance	VIF
Korean Wave	0,239	4,187
Korean Wave*Food Vlogger	0,239	4,187

Source: Primary data processed, 2023

Upon reviewing Table 7, it is clear that both independent variables exhibit a tolerance value above 0.10. This suggests that there is no

multicollinearity between these variables. Additionally, the VIF value for both variables is

below 10, reinforcing the conclusion that there is no multicollinearity between the independent variables.

An additional test that needs to be conducted is the heteroscedasticity assumption test, which utilizes

the graph method in this particular research. The outcomes of the heteroscedasticity assumption test can be observed in Figure 2 provided.

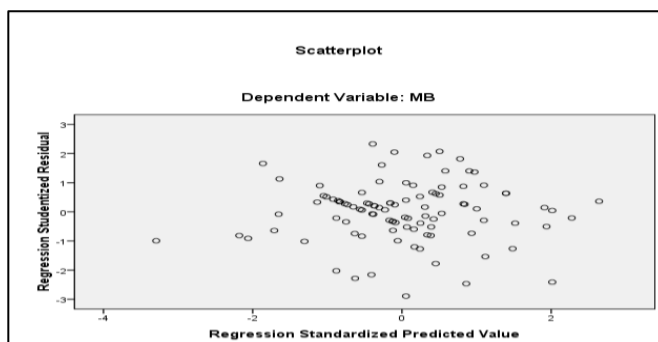


Figure 2. Heteroscedasticity Test Results

Based on the graph displayed in Figure 2 above, it is evident that the points are scattered randomly, with some falling above and others below the number 0

on the Y axis. This observation leads to the conclusion that there is no heteroscedasticity in the regression model.

Table 8. Hypothesis 1 Testing Results with t Test

Variable	B. Coeff.	t value	Sig
Korean Wave	0,446	7,255*	0,000

Source: Primary data processed, 2023

Description: * = significant at $\alpha = 5\%$
 $t_{0,05} (df = 98) = 1,661$

The information provided in Table 8 illustrates that the Korean Wave positively influences the demand

for South Korean culinary products. This is evident from the t value of 7.255, exceeding the t table of 1.661, and a significance level of 0.000, lower than 0.050, confirming the acceptance of the alternative hypothesis (H1).

Table 9. Results of Hypothesis 2 Testing with the t Test

Variable	B. Coeff.	t value	Sig
Korean Wave*Food Vlogger	0,007	4,809*	0,000

Source: Primary data processed, 2023

Description: * = significant at $\alpha = 5\%$
 $t_{0,05} (df = 97) = 1,661$

The information displayed in Table 9 reveals that the Food Vlogger moderation variable denoted by Korean Wave * Food Vlogger, has a t value of 4.809, exceeding the t table value of 1.661, with a significance level of 0.000, lower than 0.050. Consequently, hypothesis H2 is supported, indicating that Food Vloggers reinforce the favorable impact of Korean Wave on the buying interest in South Korean food products.

Indonesian audience (Valenciana & Pudjibudojo, 2022).

Korean dramas often showcase traditional Korean food, sparking curiosity among viewers who are eager to learn more about the dishes featured. The vibrant colors and presentation of the food in the show never fail to captivate the audience, leaving them intrigued and tempted to sample the dishes themselves (Lupitasari E, 2022).

Discussion

A Glimpse of Korean Culinary Trends in Indonesia

Since the early 2000s, the Korean Wave has made its way into Indonesia. This phenomenon was kickstarted by the broadcast of a K-Drama series on one of the local television stations. The captivating storylines and talented actors and actresses have piqued the interest of Indonesian audiences, particularly women. The positive reception from the viewers has prompted several local TV stations to vie for airing Korean dramas, further captivating the Indonesian audience. The music featured in these dramas has also managed to captivate the audience's attention. Surprisingly, this has led to a growing interest in Korean music, or K-Pop, among the

The popularity of Korean cuisine is rapidly spreading in Indonesia, leading to the emergence of numerous restaurants and eateries offering Korean food menus. Moreover, shopping centers in Indonesia now boast a variety of Korean-style cafes and dining establishments. This surge in Korean food's presence has also sparked innovative business ideas among street food vendors, who frequently organize Korean Street Food events. Additionally, fast food outlets and minimarkets often feature a wide range of Korean snacks. Tteokbokki, Kimbab, Ramyeon, Kimchi, and Odeng are among the most popular Korean dishes in Indonesia. Given the diverse range and unique flavors of Korean cuisine, the demand for Korean food among the Indonesian population continues to grow (Nadya & Virgo, 2023)

The influence of Korean Wave on Purchase Intention

The partial test findings (t-test) reveal that the Korean Wave has a favorable impact on the interest in purchasing South Korean culinary products. This is evident from the t-value of 7.255, which exceeds the critical t-value of 1.661, and a significant value of 0.000, which is less than 0.05. Consequently, the proposed hypothesis is validated. The positive influence indicates that a deeper comprehension of the Korean Wave results in a heightened interest in buying South Korean culinary products, whereas a limited understanding of the Korean Wave leads to decreased interest in purchasing such products.

The findings of the descriptive analysis indicate that, on average, the participants have a satisfactory level of understanding regarding the Korean Wave. This is evident from various factors, including their familiarity with Korean Wave elements such as dramas, songs, fashion, and South Korean cuisine. Additionally, the participants are aware of the widespread popularity of the Korean Wave in Indonesia. Moreover, they express a genuine fondness for the Korean Wave through their consumption of related content. It is noteworthy that the participants' extensive knowledge of the Korean Wave positively influences their inclination to purchase South Korean culinary products.

Theoretically, cultural factors can be effectively leveraged by producers to capture the interest of consumers. Culture encompasses a multitude of meanings, values, norms, and traditions that are acquired through learning. Different cultures from various countries around the globe are embraced by the broader community and preferred to the extent that they become ingrained habits for individuals who are not native to the culture's place of origin. An example of this phenomenon is the widespread popularity of South Korean culture, often referred to as the Korean Wave or Hallyu. As noted by (Hendayana & Afifah, 2020) individuals or groups who appreciate aspects of a foreign culture are indicative of having embraced or been influenced by the cultural diffusion from that particular country.

The presence of the Korean Wave's impact on the purchasing inclination towards South Korean culinary items in this investigation reinforces the Hudani (2020) viewpoint that the phenomenon of the dissemination of South Korean culture can influence consumer buying interest. If an individual appreciates South Korean cultural items, such as culinary products, there is a higher likelihood that they will be intrigued by purchasing goods associated with South Korean cultural products (Lestari & Bafadhal, 2019). Similarly, Rahmadani & Anggarini (2021) asserts that Indonesians who embrace South Korean culture tend to have a

fondness for products originating from South Korea. Hallyu stimulates people's curiosity in owning these products and motivates them to make purchase decisions.

The results of this investigation align with several prior research studies (Siswandi & Djawoto, 2019) which demonstrated a notable impact of the Korean wave on individuals' intention to make a purchase. Similarly, Setyani & Azhari (2021) also revealed a significant positive influence of the Korean wave on the interest to buy South Korean products.

The influence of Korean Wave on Purchase Intention: The Moderating Effect of Food Vloggers

According to the findings of moderation regression analysis, it is evident that Food Vloggers enhance the favorable impact of the Korean Wave on the purchasing interest in South Korean culinary items. This is supported by a t value of 4.809, which is greater than the critical t value of 1.661, or a significance level of 0.000, which is less than 0.050. Consequently, the proposed hypothesis is deemed acceptable.

Indonesia has embraced the Korean Wave, a popular culture from South Korea. This cultural phenomenon has been found to have a positive impact on the buying interest of Indonesian consumers in South Korean culinary products. According to a study, cultural factors play a significant role in influencing consumer behavior, and the Korean Wave successfully taps into emotions like sympathy and empathy (Kim & Hong, 2017). This positive image created by the Korean Wave has a strong influence on consumer behavior and buying interest. Additionally, the presence of food vloggers further reinforces this influence on the Indonesian market for South Korean culinary products.

The results of this research indicate that the food vlogger element, as evaluated by the participants, is considered to be excellent. Ria SW, in particular, is recognized for her in-depth understanding of Korean cuisine, her candid reviews of various Korean food items, and her reliability, making her a trusted authority on Korean culinary reviews. While there are other food vloggers like Tanboy Kun, Farida Nurhan, Mgdalenaf, Nex Carlos, and more, Ria SW stands out as a vlogger who has a passion for Korean culture, especially K-Pop, and frequently creates content centered around Korean cuisine. Undoubtedly, Ria SW's reviews of food products offer valuable insights that help enhance the participants' understanding of Korean food items worth trying. This corroborates Mumuni et al. (2019) that consumers rely on reviews from reputable sources to make informed decisions before purchasing a product in order to avoid disappointment. In essence, consumers seek

validation from trustworthy individuals when it comes to product testimonials to ensure that their expectations are met. This validation can be found in the form of food vlogger content, exemplified by Ria SW.

According to the information provided earlier, understanding the Korean Wave can lead to the recognition of various aspects, such as South Korean cuisine. This recognition can spark an interest in purchasing Korean food products. The interest in buying these products can grow even more when influencers like food vloggers support and educate consumers about Korean cuisine.

CONCLUSION

The findings of this research indicate that the Korean Wave contributes positively to the purchasing interest in South Korean food products. A deeper comprehension of the Korean Wave leads to a greater inclination to purchase South Korean culinary items. Additionally, it can be inferred that Food Vloggers play a role in enhancing the favorable impact of the Korean Wave on the buying interest in South Korean culinary products.

The theoretical implication of this study is that the positive effect of Korean Wave on buying interest in South Korean culinary products supports the opinion of Lestari et al that if someone likes South Korean cultural products, the greater the chance of that person buying goods related to South Korean cultural products. This is also emphasized by the findings of Cahyani & Zahara that Korean Wave has a significant effect on product purchase intention. The applied implication of this research is that an increase in buying interest in South Korean culinary products can still occur (because it is only at a fairly high level) if consumers increase their interest in learning about various Korean cultures, especially their culinary products, more often follow the development of Korean Wave, especially its culinary products that are trending among the public. Also, more often take the time to try to consume South Korean culinary products.

The limitation in this study is the lack of reference support both theoretically and previous research related to the use of food vloggers as moderating variables in this study. This makes the explanation of the relationship between variables theoretically less than optimal. Future research suggestions are to use other moderating variables such as Celebrity Endorser, Brand Image, Positive Emotion, Word of Mouth, and others. It should be tried to focus on certain products.

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