

ABSTRAK

Kemunculan *Korean Wave* pertama kali ditandai dengan kehadiran drama-dramanya yang berhasil memikat penonton Indonesia. Maraknya drama-drama Korea yang masuk ke Indonesia seakan membuka jalan baru untuk kebudayaan Korea lainnya untuk masuk ke tanah air, salah satunya adalah kuliner yang ditandai dengan munculnya restoran-restoran Korea di kota-kota besar Indonesia. Myoung Ga, merupakan restoran Korea pertama yang berdiri di kota Surabaya dan tampil dengan identitas hidangan tradisionalnya. Hingga lebih dari 20 tahun berlalu, restoran ini tetap bertahan dan justru mampu bersaing dengan restoran-restoran Korea yang baru dan lebih modern.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Service Quality*, *Food Quality*, *Atmospherics*, *Authencity (Food)*, dan *Authencity (Atmospherics)* terhadap *Positive Emotion*, *Value* dan *Behavioral Intention*. Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *positive emotion* sehingga meningkatkan *behavioral intentions* yang pada akhirnya akan meningkatkan transaksi berkelanjutan dari pelanggan Restoran Korea Myoung Ga di Surabaya.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan SPSS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 165 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, berdomisili Surabaya dan pernah membeli dan mengkonsumsi (*dine in*) makanan dan minuman Restaurant Myoung Ga di Surabaya minimal 2 kali dalam 2 tahun terakhir.

Hasil penelitian menunjukkan bahwa diperoleh *positive emotion* berpengaruh signifikan terhadap *repurchase intention* dengan koefisien regresi sebesar 0.520 dan *Perceived value* juga berpengaruh signifikan terhadap *behavioral intentions* dengan koefisien regresi sebesar 0.391. Sedangkan *Perceived value* berpengaruh signifikan terhadap *positive emotion* dengan koefisien regresi sebesar 0.363, *service quality* berpengaruh signifikan terhadap *Perceived value* dengan koefisien regresi sebesar 0.251, *atmospherics* berpengaruh signifikan terhadap *Perceived value* dengan koefisien regresi sebesar 0.244, *food quality* pun berpengaruh signifikan terhadap *Perceived value* dengan koefisien regresi sebesar 0.237, *authenticity (atmospherics)* berpengaruh signifikan terhadap *Perceived value* dengan koefisien regresi sebesar 0.165, *food quality* berpengaruh signifikan terhadap *positive emotion* dengan koefisien regresi sebesar 0.157, *authenticity (food)* berpengaruh signifikan terhadap *positive emotion* dengan koefisien regresi sebesar 0.142, *authenticity (food)* berpengaruh signifikan terhadap *Perceived value* dengan koefisien regresi sebesar 0.142, *authenticity (atmospherics)* berpengaruh signifikan terhadap *positive emotion* dengan koefisien regresi sebesar 0.123, *service quality* berpengaruh signifikan terhadap *positive emotion* dengan koefisien regresi sebesar 0.131, dan *atmospherics* berpengaruh signifikan terhadap *positive emotion* dengan koefisien regresi sebesar 0.114.

Kata Kunci: *Food Quality*, *Service Quality*, *Atmospherics*, *Authenticity of Food*, *Authenticity of Atmospherics*, *Positive Emotion*, *Perceived Value* dan *Behavioral Intentions*

ABSTRACT

The appearance of the Korean Wave was marked for the first time by the presence of his dramas that managed to captivate Indonesian audiences. The rise of Korean dramas that have entered Indonesia seems to open new avenues for other Korean cultures to enter the country, one of which is culinary delights which are marked by the emergence of Korean restaurants in big cities of Indonesia. Myoung Ga, is the first Korean restaurant standing in the city of Surabaya and appears with the identity of its traditional dishes. Until more than 20 years have passed, this restaurant has survived and is actually able to compete with new and more modern Korean restaurants.

This study aims to determine how the influence of Service Quality, Food Quality, Atmospherics, Authenticity (Food), and Authenticity (Atmospherics) on Positive Emotion, Value and Behavioral Intention. The expected benefit from this research is to add to the knowledge in the field of management, especially how much positive emotion is influenced by increasing behavioral intentions, which in turn will increase sustainable transactions from customers of Myoung Ga Korean Restaurant in Surabaya.

This research is a causal research. The research method used is a quantitative method with data processing using SPSS. Data collection was carried out by distributing questionnaires to 165 respondents with the characteristics of male and female respondents aged 18-60 years, residing in Surabaya and having bought and consumed (dine in) food and beverages Restaurant Myoung Ga in Surabaya at least 2 times in the last 2 years.

The results showed that positive emotion has a significant effect on repurchase intention with a regression coefficient of 0.520 and perceived value also has a significant effect on behavioral intentions with a regression coefficient of 0.391. Meanwhile, perceived value has a significant effect on positive emotion with a regression coefficient of 0.363, service quality has a significant effect on perceived value with a regression coefficient of 0.251, atmosphere has a significant effect on perceived value with a regression coefficient of 0.244, food quality also has a significant effect on perceived value with a regression coefficient of 0.237, authenticity (atmosphere) has a significant effect on perceived value with a regression coefficient of 0.165, food quality has a significant effect on positive emotion with a regression coefficient of 0.157, authenticity (food) has a significant effect on positive emotion with a regression coefficient of 0.142, authenticity (food) significant effect on Perceived value with a regression coefficient of 0.142, authenticity (atmosphere) has a significant effect on positive emotion with a regression coefficient of 0.123, service quality has significant influence on positive emotion with a regression coefficient of 0.131, and atmosphere has a significant effect on positive emotion with a regression coefficient of 0.114.

Keywords: Food Quality, Service Quality, Atmospherics, Authenticity of Food, Authenticity of Atmospherics, Positive Emotion, Perceived Value and Behavioral Intentions