

ABSTRAK

Meningkatnya popularitas makanan asal Korea Selatan di Indonesia yang diakibatkan oleh adanya *Korean Wave* memiliki peranan yang kuat atas kemunculan komunitas-komunitas pencinta *K-Drama*, dan penikmat kuliner Korea Selatan. Ahjumma Kitchen adalah salah satu restoran khas Korea Selatan di Indonesia yang berdiri sejak tahun 2017 dan hingga saat ini telah tumbuh dan memiliki 2 cabang di Surabaya. Dengan peningkatan minat dan ketertarikan masyarakat atas kuliner khas Korea Selatan, muncul banyak kompetitor dan persaingan antar restoran etnik semakin ketat.

Penelitian ini ditujukan untuk menganalisa faktor-faktor yang memengaruhi *positive emotions* dan *perceived value* dan pada akhirnya *behavioral intentions*. Penelitian ini akan memberikan manfaat untuk industri *food and beverage* di Indonesia, khususnya restoran yang menjual makanan etnik, sehingga restoran etnik dapat meningkatkan *behavioral intentions* dan bertahan dalam jangka waktu yang panjang. Penelitian ini bersifat kausal dengan metode kuantitatif dan menggunakan aplikasi SPSS 22.0 untuk membantu proses pengolahan data primer dari 158 pelanggan Ahjumma Kitchen Cabang Lenmarc Mall di Surabaya yang dikumpulkan dengan teknik snowball sampling. Karakteristik responden adalah laki-laki dan perempuan berusia 18-60 tahun, berdomisili di Surabaya, pernah menonton *Korean Drama / Movie*, telah membeli dan mengkonsumsi (*dine in*) makanan dan minuman di Restoran Ahjumma Kitchen minimal 2 kali dalam 2 tahun terakhir.

Dalam penelitian ini ditemukan bahwa variabel *positive emotions* berpengaruh signifikan terhadap *behavioral intentions* dengan koefisien regresi sebesar 0,498; variabel *perceived value* berpengaruh signifikan terhadap *behavioral intentions* dengan koefisien regresi sebesar 0,325; variabel *service quality* berpengaruh signifikan terhadap *positive emotions* 0,056; *food quality* berpengaruh signifikan terhadap *positive emotions* dengan koefisien regresi sebesar 0,200; *atmospherics* berpengaruh signifikan terhadap *positive emotions* dengan koefisien regresi sebesar 0,251; *food authenticity* berpengaruh terhadap *positive emotions* dengan koefisien regresi sebesar 0,222; *atmospherics authenticity* berpengaruh signifikan terhadap *positive emotions* dengan koefisien regresi sebesar 0,203; variabel *service quality* berpengaruh signifikan terhadap *perceived value* 0,025; *food quality* berpengaruh signifikan terhadap *perceived value* dengan koefisien regresi sebesar 0,250; *atmospherics* berpengaruh signifikan terhadap *perceived value* dengan koefisien regresi sebesar 0,195; *food authenticity* berpengaruh terhadap *perceived value* dengan koefisien regresi sebesar 0,397; *atmospherics authenticity* berpengaruh signifikan terhadap *perceived value* dengan koefisien regresi sebesar 0,072

Kata Kunci: *service quality, food quality, atmospherics, food authenticity, atmospherics authenticity.*

ABSTRACT

The increasing popularity of South Korean food in Indonesia caused by the Korean Wave has a strong role in the emergence of communities of K-Drama lovers, and South Korean culinary connoisseurs. Ahjumma Kitchen is one of the South Korean restaurant in Indonesia which was established in 2017 and until now has grown and has 2 branches in Surabaya. With the increase in public interest in South Korean culinaries, there are many competitors and the competition between ethnic restaurants is getting tougher.

This study aims to analyze the factors that influence positive emotions and perceived value and furthermore behavioral intentions. This study will provide benefits for the food and beverage industry in Indonesia, especially restaurants that sell in ethnic food, so that ethnic restaurants can increase behavioral intentions and survive for a long term. This study is causal with quantitative method and uses SPSS 22.0 statistical program to assist the processing of primary data from 158 customers of Ahjumma Kitchen Lenmarc Mall in Surabaya which were collected by snowball sampling technique. The characteristics of the respondents are men and women aged 18-60 years, domiciled in Surabaya, have watched Korean Drama / Movies, have bought and consumed (dine in) food and drinks at Ahjumma Kitchen Restaurant at least 2 times in the last 2 years.

The result showed that positive emotions has a significant effect on behavioral intentions with a regression coefficient of 4.98; perceived value has a significant effect on behavioral intentions with a regression coefficient of 0.325; service quality has a significant effect on positive emotions with a regression coefficient of 0.056; food quality has a significant effect on positive emotions with a regression coefficient of 0.200; atmospherics has a significant effect on positive emotions with a regression coefficient of 0.251; food authenticity has a significant effect on positive emotions with a regression coefficient of 0.222; atmospherics authenticity has a significant effect on positive emotions with a regression coefficient of 0.203; service quality has a significant effect on perceived value with a regression coefficient of 0.025; food quality has a significant effect on perceived value with a regression coefficient of 0.250; atmospherics has a significant effect on perceived value with a regression coefficient of 0.195; food authenticity has a significant effect on perceived value with a regression coefficient of 0.397; atmospherics authenticity has a significant effect on perceived value with a regression coefficient of 0.072.

Keywords: service quality, food quality, atmospherics, food authenticity, atmospherics authenticity, positive emotions, perceived value, behavioral intentions.