Analysis Of Generation Z's Perception Towards Korean Food Buying Interest (Case Study; Korean Food Tteokbokki At Dookki Central Park Restaurant)

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Article Info	ABSTRACT
Keywords: Perception, Generation Z, Intention to Buy, Korean Food	This research aims to determine whether the perceptions of generation Z have an influence on the intention to buy Korean food, especially Korean food tteokbokki at Dookki Central Park restaurant and to find out how big the influence is. This research used a descriptive quantitative approach, while the data were obtained through distributing questionnaires and observation. Generation Z's perception has a big influence on the intention to buy Korean Food especially tteokbokki at Dookki Central Park restaurant.
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INTRODUCTION

Currently the largest population in Indonesia is the population consisting of generation Z, where in 2020 the total percentage of the generation Z population was 27.94%. According to Stillman & Stillman (2018) generation Z is a generation born from 1995 to 2012, where society in this generation can also be called iGeneration . According to Wijoyo et al (2020, pp. 1-2) there are 6 characteristics of generation Z, namely fluent in technology, social, expressive, multitasking, fast switcher , and happy to share. In addition, generation Z society grows and develops along with technological developments so that it is easy for people in this generation to follow the development of existing trends through this technology.

One of the trends that is currently being followed by Generation Z is the Korean Wave phenomenon or " hallyu " which is a term for the spread of Korean culture globally. One of the main factors causing " hallyu " is the increasing love of Indonesian people for Korean Dramas. In watching Korean Dramas, the audience is not only presented with an interesting storyline and character visuals, but the audience is also presented with various placements of Korean products and existing Korean cultures. So that currently various Korean products can be found in various industrial fields such as beauty, food, music, and others.

One of the industrial sectors that has not escaped the public's attention due to the Korean Wave is the food industry. In addition, the culinary business that is currently popular makes it easier for Korean food to enter Indonesia. This can be seen from the proliferation of Korean restaurants in Indonesia from restaurants that sell all you can eat Korean food to Korean street food . The distinctive taste of Korean food makes people interested in tasting it.

One of the Korean foods that sometimes appears in Korean Dramas and is currently

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popular with the public is tteokbokki where tteokbokki is a food made from rice flour and cooked using typical Korean spices. Initially tteokbokki was one of the Korean street foods but along with the development from time to time, tteokbokki began to be served like a luxury dish using a pan.

Dookki is a restaurant that sells tteokbokki food and has an all you can eat concept. Where in addition to serving tteokbokki food as the main menu, there are several other free flow menus such as ramen, odeng , and kimchi fried rice . The Dookki restaurant itself was established in 2014 in Korea and in 2015 this restaurant began to develop its business by building outlets throughout Korea, until now there have been many Dookki restaurant outlets throughout Asia, one of which is Indonesia.

The current Korean Wave phenomenon can certainly be of interest to various age groups, but this phenomenon is more attached to the younger generation such as generation Z. The large number of generation Z residents and the high enthusiasm of the community for this Korean Wave phenomenon can certainly give rise to various perceptions of existing Korean food. According to Entas and Rianto (2020), perception means one of the processes in interpreting information obtained from outside, through the five human senses such as feelings, sight, appreciation, and hearing.

Generation Z's perception of Korean food can arise due to the entry of various Korean cultures and the proliferation of Korean restaurants in Indonesia. According to Soraya (2018), an individual's perception can be influenced by several things, namely the perceiver (the individual concerned), the target of the perception, and the situation. Information about the various Korean restaurants that exist is what is then received by the human brain and gives rise to different perceptions between individuals.

The importance of consuming food and the entry of the Korean wave phenomenon in Indonesia can also trigger various perceptions regarding the interest in buying Korean food that will be enjoyed by generation Z. This interest in buying Korean food can arise due to the many variations of Korean food restaurants that exist and the desire of generation Z to always follow the development of existing food trends .

According to Linardi et al (2022), purchasing interest means a feeling that arises because consumers are stimulated by a product they have seen, so that a sense of interest arises in having and purchasing the product. Where according to Sihombing & Dewi (2019) there are 6 factors that influence purchasing interest, namely product quality, brand /brand of a product, product packaging, product price, availability of a product, and reference factors.

There are two hypothesis formulations in this study, the hypothesis itself is a temporary result of a research problem formulation in which the problem formulation is in the form of a question sentence. So the hypothesis formulated in this study is Ho (Generation Z's perception has no influence on the interest in buying Korean tteokbokki food) and Ha (Generation Z's perception has an influence on the interest in buying Korean tteokbokki food).

So the purpose of this study is to determine whether the perception of generation Z has an influence on the interest in buying Korean food, especially eating Korean tteokbokki at the Dookki Central Park restaurant and to determine how big the influence is.

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METHOD

This study uses a descriptive quantitative method. According to Sugiyono (2020, p. 16) quantitative research is a research method used to conduct research on a certain population or sample, where data collection techniques are carried out by using research instruments, data analysis that has statistical properties, this is done to test the established hypothesis. There are two variables in this study, namely perception (X) as an independent variable and purchase interest (Y) as a dependent variable.

The population in this study is generation Z who live in DKI Jakarta. The sample determination uses the Slovin formula , where this study uses a total sample of 100 respondents consisting of the generation Z population. Where primary data is obtained through distributing questionnaires and observations, while secondary data is collected through books, journals, and the like. According to Suheryadi & Parantika (2017) a questionnaire is a data collection technique given to respondents in the form of statements and these statements will be answered by respondents. The list of statements in the questionnaire will be measured using a Likert scale . The definition of observation according to Damanik & Boimau (2019) is an observation carried out by researchers either directly or indirectly on the object of research.

The data analysis methods used are simple linear regression, T-test, and coefficient of determination. Where the research questionnaire has been tested for validity, reliability, and normality. According to Khrisnantol & Pratomo (2017) simple linear regression is a tool used to determine the effect of one independent variable or used to predict future demand based on past data.

According to Prabandari & Tarigan (2019), the simple regression coefficient test (t-test) is a test used to find out whether variable X has a significant influence on variable Y. According to Sugiyono (2018, p. 276), the coefficient of determination is used to find out how much ability variable X has in explaining the influence of variable Y, this is used to find out how much contribution variable X has to variable Y.

DISCUSSION

Respondent Characteristics Description Analysis
By Gender

Based on the data that has been collected, the characteristics of respondents based on gender are 57% female and 43% male, as can be seen in table 1 below.

Table 1 Respondent Characteristics by Gender

Gender	Frequency (F)	Percentage (%)
Woman	57	57%
Man	43	43%
Total	100	100%

Respondent Characteristics by Age

Based on the data that has been collected, the characteristics of respondents based on age are 76% aged 17-22 years while 24% are aged 23-28 years as can be seen in table 2

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below.

Table 2 Respondent Characteristics by Age

Age	Frequency (F)	Percentage (%)
17-22 years	76	76%
23-28 years	24	24%
Total	100	100%

Respondent Characteristics by Occupation

Based on the data that has been collected, the characteristics of respondents based on their jobs are that 63% are students, 28% are private employees, 7% are self-employed, and 1% each are business partners and designers , as can be seen in table 3 below.

Table 3 Respondent Characteristics by Occupation

Work	Frequency (F)	Percentage (%)
Students/Students	63	63%
Private employees	28	28%
Self-employed	7	7%
Business Partner	1	1%
Designer	1	1%
Total	100	100%

Respondent Characteristics Based on Monthly Income

Based on the data that has been collected, the characteristics of respondents based on monthly income are 37% have income < Rp. 3,000,000, 26% have income > Rp. 7,000,000, 23% have income between Rp. 3,000,000 - Rp. 5,000,000, and 14% have income of Rp. 5,000,000 - Rp. 7,000,000, can be seen in the following table.4.

Table 4 Respondent Characteristics Based on Monthly Income

Monthly Income	Frequency (F)	Percentage (%)
< Rp. 3,000,000	37	37%
Rp. 3,000,000 – Rp. 5,000,000	23	23%
Rp. 5,000,000 – Rp. 7,000,000	14	14%
> Rp. 7,000,000	26	26%
Total	100	100%

Respondent Characteristics Based on Monthly Food Expenditure

Based on the data that has been collected, the characteristics of respondents based on monthly food expenditure are 49% spending Rp. 1,000,000 - Rp. 3,000,000, 38% spending < Rp. 1,000,000, 11% spending Rp. 3,000,000 - Rp. 5,000,000, and 2% spending > Rp. 5,000,000, can be seen in table 5 below.

Table 5 Respondent Characteristics Based on Monthly Food Expenditure

Monthly Food Expenses	Frequency (F)	Presentation (%)
< Rp. 1,000,000	38	38%
Rp. 1,000,000 – Rp. 3,000,000	49	49%
Rp. 3,000,000 – Rp. 5,000,000	11	11%

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> Rp. 5,000,000	2	2%
Total	100	100%

Respondent Characteristics based on how many times respondents made food purchase transactions at the Dookki Central Park restaurant

Based on the data that has been collected, the characteristics of respondents based on how many times they have made food purchase transactions at the Dookki Central Park restaurant are 40% have never tried Dookki Central Park food, 35% have tried it once, 13% have tried it twice, and 12% have tried it more than three times, as can be seen in table 6 below.

Table 6 Respondent Characteristics based on the number of times respondents made food purchase transactions at the Dookki Central Park restaurant.

Purchase Intensity	Frequency (F)	Presentation (%)
Never	40	40%
One time (1x)	35	35%
Two times (2x)	13	13%
More than three times (>3x)	12	12%
Total	100	100%

Research Variable Data Description
Analysis of Research Variable Description X and Y

This study uses two variables, namely the perception variable (X) and the purchase interest variable (Y). The data in this study were obtained from filling out a questionnaire consisting of 9 statements of perception variables and 12 statements of purchase interest variables, which were distributed to the Z generation who had or had not tried food at the Dookki Central Park restaurant. The measurement categories of each variable are divided into five, namely strongly agree, agree, undecided, disagree, strongly disagree. Where the highest value is 5 and the lowest value is 1. After the calculation was carried out to obtain the interval distance of each category, which is 0.8, the new category grouping range score was obtained for each statement, as follows:

Table 7 Basic Range of Categories of Variables X and Y

Score	Category
1.00 – 1.80	Strongly Disagree
1.81- 2.60	Don't agree
2.61 – 3.40	Doubtful
3.41 – 4.20	Agree
4.21 – 5.00	Strongly agree

Description of Variable X Data

The generation Z perception variable has 9 statement items that have been tested using validity and reliability tests. Through descriptive statistical tests, the following results were obtained :

Table 8. Descriptive Statistics X

		X1	X2	X3	X4	X5	X6	X7	X8	X9	TOTAL
						Statistics X					
N	Valid	100	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0	0
Mean		4.19	4.29	4.18	4.15	4.18	4.07	4.26	4.01	4.11	37.44
Std. Deviation		.825	.832	.809	.783	.716	.782	.630	.859	.815	5.135
Range		4	4	4	4	4	4	4	4	4	32
Minimum		1	1	1	1	1	1	1	1	1	13
Maximum		5	5	5	5	5	5	5	5	5	45
Overall Mean X :	4.16										

Based on the results in the table above, it was found that the description of the perception variable showed an average of 4.16 where this value is included in the agree category. The statement in the perception variable that showed the highest average value was 4.29. This shows that the existence of advertisements about Korean food that can be found everywhere plays a major role in determining consumer perceptions about the image of one of the Korean foods, namely tteokbokki sold at the Dookki Central Park restaurant.

Meanwhile, the statement in the perception variable that shows the lowest average value is with a value of 4.01. This shows that consumers' experience and understanding of Korean tteokbokki food at the Dookki Central Park restaurant does not necessarily make consumers choose the restaurant as their favorite all you can eat tteokbokki restaurant .

Description of Y Variable Data

The purchase interest variable has 12 statement items that have been tested using validity and reliability tests. Through descriptive statistical tests, the following results were obtained :

Table 9 Descriptive Statistics of Variable Y

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	TOTAL
							Statistics Y							
N	Valid	100	100	100	100	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		4.01	3.79	4.14	4.00	4.02	4.12	3.89	4.19	3.90	3.98	4.02	4.14	48.20
Std. Deviation		.835	.957	.752	.943	.804	.832	.875	.734	.916	.765	.816	.752	7,684
Range		4	4	4	4	4	4	4	4	4	4	4	4	48
Minimum		1	1	1	1	1	1	1	1	1	1	1	1	12
Maximum		5	5	5	5	5	5	5	5	5	5	5	5	60
Overall Mean Y:	4.02													

Based on the results in the table above, it was found that the description of the purchase interest variable showed an average of 4.02 where this value is included in the agree category. The statement in the purchase interest variable that showed the highest average value was 4.19. This shows that if there is consumer understanding of the topping variants

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and tteokbokki sauces at the restaurant, consumers have an interest in buying food at the Dookki Central Park restaurant.

Meanwhile, the statement in the purchase interest variable that shows the lowest average value is 3.79. This shows that consumers do not necessarily choose to buy all you can eat tteokbokki at the Dookki Central Park restaurant.

Hypothesis Testing

The Hypothesis testing process is used to determine the relationship between independent variables and dependent variables. The hypothesis in this study includes :

Simple Linear Regression Test

Table 10 Simple Linear Regression Test Results

Coefficients [a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,051	3.382		.902	.369
PERCEPTION	1.206	.090	.806	13,473	.000

Based on the table above, it is known that the constant value (a) is 3.051 while the regression coefficient value X (b) is 1.206. This shows that if every 1% increase in perception value, the purchase interest value will also increase by 1.206.

Table 11 Regression Coefficients of Variables X and Y

Coefficients [a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,051	3.382		.902	.369
PERCEPTION	1.206	.090	.806	13,473	.000

Based on table 11, it can be seen that the results of the t-test calculation of the perception variable are 13.473 (t count) while the t- table value is 1.98447, so it can be concluded that Ho is rejected and Ha is accepted, namely, the perception of generation Z has an influence on the interest in buying Korean tteokbokki food at the Dookki Central Park restaurant.

Table 12 Results of R Square Test for Variables X and Y

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.806 [a]	.649	.646	4,573

Based on the table above, it can be seen that the R Square value is 0.649, which

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indicates that the influence of perception on purchasing interest is 64.9%, while 35.1% of purchasing interest is influenced by other variables.

Discussion

Tteokbokki Food at Dookki Central Park Restaurant

Based on the results of the descriptive statistical test of variables X and Y, it is known that the description of the perception variable shows an average of 4.16 while the description of the purchase interest variable shows an average of 4.02. This shows that both variables are included in the agree category where respondents agree with the statements in the questionnaire that have been distributed.

Based on the results of the study and the results of hypothesis testing, it can be seen that there is a positive and significant influence between the perception of generation Z on the interest in buying Korean tteokbokki food at the Dookki Central Park restaurant. It can be seen that the level of significance is 0.000 <0.05 which indicates that there is an influence between the two variables with a constant value (a) of 3.051 and a regression coefficient value of X (b) of 1.206, where if every 1% increase in perception value, the value of buying interest will also increase by 1.206.

Based on the results of the hypothesis test (t-test), it can be seen that the calculated t value of 13.473 > 1.98447 t table this shows that if Ha is accepted, namely perception has an influence on purchasing interest. While the coefficient of determination (R^2) has a value of 0.649 this shows that the relationship between perception and purchasing interest has an influence of 64.9%.

CONCLUSION

Based on the process and results of the research that has been conducted, the following conclusions can be drawn : Generation Z perception has a positive and significant influence on the interest in buying Korean food, especially Korean tteokbokki food at the Dookki Central Park restaurant. The results of the data analysis revealed that generation Z perception has an influence of 64.9% on the interest in buying Korean food, especially Korean tteokbokki food at the Dookki Central Park restaurant.

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