

## DAFTAR REFERENSI

- A Suwuh, J. L., Kindangen, P., & Saerang, R. T. (2022). *The Influence Of Korean Wave, Brand Ambassador, And Brand Image On Purchase Intention Of Somethinc Skincare Products In Manado Pengaruh Korean Wave, Brand Ambassador, Dan Brand Image Terhadap Minat Beli Produk Skincare Somethinc Di Manado*. 10(4), 1146–1155.
- Abd Aziz, N. A., Ramdan, M. R., Nik Hussin, N. S., Abdul Aziz, Z., Osman, J., & Hasbollah, H. R. (2021). The Determinants Of Global Expansion: A Study On Food And Beverage Franchisors In Malaysia. *Sustainability (Switzerland)*, 13(18). <https://doi.org/10.3390/Su131810328>
- Adawiyah R. (2019). Fesyen, Makanan, Dan Musik K-Pop Terpopuler Di Indonesia. *Lokadata.Id*. <https://headtopics.com/Id/Fesyen-Makanan-Dan-Musik-K-Pop-Terpopuler-Di-Indonesia-6264417>
- Adesoji, O., Ologbon, C., Amokaye, V. O., Aderanti, A., Yangomodou, O. D., & Olugbemi, M. T. (2019). Quality And Safety Awareness Of Ready-To-Eat Foods Among Rural Households In Yewa Communities Of Ogun State, Nigeria. *Acta Universitatis Danubius*, 15(7), 208–227.
- Adriana, E., Afrizal, I. D., & Triwijayati, A. (2023). The Influence Country of Origin on Purchase Intention Korean Food with Moderating Consumer Ethnocentrism on Generation Z in East Java. *Indonesian Journal of Business Analytics*, 3(4), 1183–1200. <https://doi.org/10.55927/ijba.v3i4.5161>
- Aja Romano. (2018). How K-Pop Became A Global Phenomenon. *Vox*. <https://www.vox.com/culture/2018/2/16/16915672/What-Is-Kpop-History-Explained>
- Aji, H. M., Berakon, I., & Md Husin, M. (2020). Covid-19 And E-Wallet Usage Intention: A Multigroup Analysis Between Indonesia And Malaysia. *Cogent Business And Management*, 7(1). <https://doi.org/10.1080/23311975.2020.1804181>
- Ajzen, I. (2020). The Theory Of Planned Behavior: Frequently Asked Questions. *Human Behavior And Emerging Technologies*, 2(4), 314–324. <https://doi.org/10.1002/Hbe2.195>
- Ali, A., Ali, A., Xiaoling, G., Sherwani, M., & Hussain, S. (2018). Expanding The Theory Of Planned Behaviour To Predict Chinese Muslims Halal

- Meat Purchase Intention. *British Food Journal*, 120(1), 2–17.  
<https://doi.org/10.1108/Bfj-05-2017-0278>
- Andrea Lidwina. (2021). Korean Wave Dorong Orang Indonesia Beli Produk Korea Selatan Media. *Databoks*.  
<https://databoks.katadata.co.id/datapublish/2021/02/08/korean-wave-dorong-orang-indonesia-beli-produk-korea-selatan>
- Anggi Prasatya, F., Muhandri, T., Eko, D., & Cahyadi, R. (2017). *Faktor Keberhasilan Usaha Umkm Jajanan Asing Kaki Lima Di Kota Serang Success Factor Of Sme's Non-Traditional Street Food In Serang City* (Vol. 12, Issue 2).  
<http://journal.ipb.ac.id/index.php/jurnalmpi/>
- Arte, P. (2017). Role of experience and knowledge in early internationalisation of Indian new ventures: A comparative case study. *International Journal of Entrepreneurial Behaviour and Research*, 23(6), 850–865. <https://doi.org/10.1108/IJEBR-07-2017-0210>
- Astuti, Y., & Asih, D. (2021). Country Of Origin, Religiosity And Halal Awareness: A Case Study Of Purchase Intention Of Korean Food. *Journal Of Asian Finance, Economics And Business*, 8(4), 0413–0421. <https://doi.org/10.13106/jafeb.2021.vol8.no4.0413>
- Awan, H. M., Siddiquei, A. N., & Haider, Z. (2015). Factors affecting Halal purchase intention – evidence from Pakistan’s Halal food sector. *Management Research Review*, 38(6), 640–660.  
<https://doi.org/10.1108/MRR-01-2014-0022>
- Basir, P. M. (2021). Measuring Purchase Intention of Halal Meat in Traditional Markets Using Extended Theory of Planned Behavior. *International Journal of Progressive Sciences and Technologies (IJPSAT)*, 27(2), 284–293. <http://ijpsat.ijshjournals.org>
- Basri, Y. Z., & Kurniawati, F. (2019). Effect Of Religiosity And Halal Awareness On Purchase Intention Moderated By Halal Certification. *Kne Social Sciences*. <https://doi.org/10.18502/kss.v3i26.5403>
- Berbel-Pineda, J. M., Palacios-Florencio, B., Santos-Roldán, L., & Ramírez Hurtado, J. M. (2018). Relation Of Country-Of-Origin Effect, Culture, And Type Of Product With The Consumer’s Shopping Intention: An Analysis For Small- And Medium-Sized Enterprises. *Complexity*, 2018. <https://doi.org/10.1155/2018/8571530>
- Blazquez-Resino, J. J., Gutierrez-Broncano, S., Jimenez-Estevez, P., & Perez-Jimenez, I. R. (2021). The effect of ethnocentrism on product

- evaluation and purchase intention: The case of extra virgin olive oil (EVOO). *Sustainability* (Switzerland), 13(9). <https://doi.org/10.3390/su13094744>
- Bok-Rae Professor, K. (2015). Past, Present and Future of Hallyu (Korean Wave). In *American International Journal of Contemporary Research* (Vol. 5, Issue 5). [www.ajcernet.com](http://www.ajcernet.com)
- Borazan, T., & Özer Canarslan, N. (2022). Reflection Of The Hallyu Effect On Turkish Consumers' Intention To Purchase Korean Products. *Anadolu Üniversitesi İktisadi Ve İdari Bilimler Fakültesi Dergisi*, 23(4), 306–322. <https://doi.org/10.53443/Anadoluibfd.1171176>
- Bukhari, F., Hussain, S., Ahmed, R. R., Streimikiene, D., Soomro, R. H., & Channar, Z. A. (2020). Motives And Role Of *Religiosity* Towards Consumer Purchase Behavior In Western Imported Food Products. *Sustainability* (Switzerland), 12(1). <https://doi.org/10.3390/Su12010356>
- Bulibuli, A., Maitiniyazi, S., & Karimov, N. (2022). The Effects Of China's Country-Of-Origin Image On Uzbekistani Consumers' Food Purchase Intentions. *Sustainability* (Switzerland), 14(19). <https://doi.org/10.3390/Su141912406>
- Chen, H. S., Liang, C. H., Liao, S. Y., & Kuo, H. Y. (2020). Consumer Attitudes And Purchase Intentions Toward Food Delivery Platform Services. *Sustainability* (Switzerland), 12(23), 1–18. <https://doi.org/10.3390/Su122310177>
- Cokies-Korean Culture And Information Service*. (2021). <https://www.kocis.go.kr/eng/openpublications.do?langcode=Lang002&regcode=&catecode=&searchtext=&searchtype=&startdate=&enddate=&page=3>
- Cui, M., & Lee, S. S. (2017). The Effects Of China's Country-Of-Origin Image On Korean Consumers' Perceived Value And Purchase Intentions: Comparison Between Country-Of-Manufacture (Com) And Country-Of-Brand (Cob). *Family And Environment Research*, 55(5), 507–526. <https://doi.org/10.6115/Fer.2017.037>
- Dal Yong Jin, By. (2012). *Hallyu 2.0: The New Korean Wave In The Creative Industry*. <http://hdl.handle.net/2027/spo.11645653.0002.102>
- Datucali, N. M., Najeeb, & Sali, R. A. (2020). Extent of Awareness on Halal Food Among Muslim Students Consumers of The University of

Southern Mindanao. In *International Journal of Halal Research* (Vol. 2, Issue 2).

Dea Khoirunnisa, & Albari, A. (2023). The effect of brand image and product knowledge on purchase intentions with e-WOM as a mediator variable. *International Journal of Research in Business and Social Science* (2147-4478), 12(1), 80–89. <https://doi.org/10.20525/ijrbs.v12i1.2256>

Divianjella, M., Muslichah, I., Hanoum, Z., & Ariff, A. (2020). Do religiosity and knowledge affect the attitude and intention to use halal cosmetic products? evidence from Indonesia. *Asian Journal of Islamic Management (AJIM)*, 2, 71–81. <https://doi.org/10.1108/AJIM.vol2.iss2.art1>

Dr. Nugraha J., & Setiadi, S. E. M. M. (2019). *Perilaku Konsumen : Perspektif Kontemporer Pada Motif, Tujuan, Dan Keinginan Konsumen* (3rd Ed.).

Elen Surya Lupitasari, , Luthfiah Nurlaela, Suhartiningsih, & Mauren Gita Miranti. (2022). Pengaruh Korean Wave Dan Makanan Korea Terhadap Minat Makan Hidangan Korea Pada Masyarakat Kota Madiun. *Jurnal Tata Boga*, 11(1).

Fauziah, S., & al Amin, N. H. (2021). THE INFLUENCE OF PRODUCT KNOWLEDGE, RELIGIUSITY, HALAL AWARENESS OF PURCHASING DECISIONS ON HALAL PRODUCTS WITH ATTITUDE AS A MEDIATION VARIABLE. *Journal of Management and Islamic Finance*, 1(2), 249–266. <https://doi.org/10.22515/jmif.v1i2.4690>

Feurer, S., Baumbach, E., & Woodside, A. G. (2016). Applying Configurational Theory To Build A Typology Of Ethnocentric Consumers. *International Marketing Review*, 33(3), 351–375. <https://doi.org/10.1108/Imr-03-2014-0075>

Foster, B., Hurriyati, R., & Johansyah, M. D. (2022). The Effect Of *Product Knowledge*, Perceived Benefits, And Perceptions Of Risk On Indonesian Student Decisions To Use E-Wallets For Warunk Upnormal. *Sustainability (Switzerland)*, 14(11). <https://doi.org/10.3390/Su14116475>

Frulyndese Karunia Simbar. (2016). Fenomena Konsumsi Budaya Korea Pada Anak Muda Di Kota Manado Frulyndese K. Simbar Nim 120817007. *Holistik, Journal Of Social And Culture*.



- Fuadh Naim. (2021). *Pernah Tenggelam*. Al Fatih Press.
- Gardiarini, P., Dianovita, C., & Farida, F. (2023). Hubungan Frekuensi Menonton Drama Korea dengan Pemilihan Makanan Remaja Di Balikpapan. *JSHP: Jurnal Sosial Humaniora Dan Pendidikan*, 7(1), 32–41. <https://doi.org/10.32487/jshp.v7i1.1588>
- Garg, P., & Joshi, R. (2018). Purchase Intention Of “Halal” Brands In India: The Mediating Effect Of Attitude. *Journal Of Islamic Marketing*, 9(3), 683–694. <https://doi.org/10.1108/Jima-11-2017-0125>
- Ghozali Imam. (2006). *Structural Equation Modelling Metode Alternatif dengan Partial Least Square*. Universitas Diponegoro
- GHOZALI, I., & LATAN, H. (2015). *Partial least squares konsep, teknik dan aplikasi menggunakan program SmartPLS 3.0 untuk penelitian empiris* (Ed.2). Badan Penerbit Universitas Diponegoro .
- Gök, O., Ersoy, P., & Börühan, G. (2019). The effect of user manual quality on customer satisfaction: the mediating effect of perceived product quality. *Journal of Product and Brand Management*, 28(4), 475–488. <https://doi.org/10.1108/JPBM-10-2018-2054>
- Graafland, J. (2017). *Religiosity, Attitude, And The Demand For Socially Responsible Products*. *Journal Of Business Ethics*, 144(1), 121–138. <https://doi.org/10.1007/S10551-015-2796-9>
- Grover, P., & Kar, A. K. (2020). User Engagement For Mobile Payment Service Providers – Introducing The Social Media Engagement Model. *Journal Of Retailing And Consumer Services*, 53. <https://doi.org/10.1016/J.Jretconser.2018.12.002>
- Guenzi, P., de Luca, L. M., & Spiro, R. (2016). The combined effect of customer perceptions about a salesperson’s adaptive selling and selling orientation on customer trust in the salesperson: a contingency perspective. *Journal of Business and Industrial Marketing*, 31(4), 553–564. <https://doi.org/10.1108/JBIM-02-2015-0037>
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial Least Squares Structural Equation Modeling (Pls-Sem): An Emerging Tool In Business Research. In *European Business Review* (Vol. 26, Issue 2, Pp. 106–121). Emerald Group Publishing Ltd. <https://doi.org/10.1108/Ebr-10-2013-0128>
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging

- tool in business research. In *European Business Review* (Vol. 26, Issue 2). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-10-2013-0128>
- Hariyanti, N. T., & Wirapraja, A. (2018). Pengaruh Influencer Marketing Sebagai Strategi Pemasaran Digital Era Moderen (Sebuah Studi Literatur). *Jurnal Eksekutif*, 15(1).
- Hassan, Y., & Sengupta, A. (2019). India – An Untapped Market For Halal Products. *Journal Of Islamic Marketing*, 10(3), 981–1002. <https://doi.org/10.1108/Jima-09-2018-0179>
- Hengky Latan, & Imam Ghozali. (2012). *Partial Least Squares : Konsep, Teknik Dan Aplikasi Smartpls 2.0 M3 Untuk Penelitian Empiris*.
- Hien, N. N., Phuong, N. N., Van Tran, T., & Thang, L. D. (2020). The Effect Of Country-Of-Origin Image On Purchase Intention: The Mediating Role Of Brand Image And Brand Evaluation. *Management Science Letters*, 10(6), 1205–1212. <https://doi.org/10.5267/J.Msl.2019.11.038>
- Hye Lee, J., & Yeob Yu, S. (2018). The Influence of the Aspects of K-drama on the Favorability of Korean Wave Contents, Viewing Motivation and Purchasing Intention of Korean Products: Targeting Chinese Consumers. *International Journal of Pure and Applied Mathematics*, 118(19), 429–443.
- Iranmanesh, M., Mirzaei, M., Parvin Hosseini, S. M., & Zailani, S. (2020). Muslims' Willingness To Pay For Certified Halal Food: An Extension Of The Theory Of Planned Behaviour. *Journal Of Islamic Marketing*, 11(1), 14–30. <https://doi.org/10.1108/Jima-03-2018-0049>
- Joo, J., & Han, Y. (2021). An Evidence Of Distributed Trust In Blockchain-Based Sustainable Food Supply Chain. *Sustainability (Switzerland)*, 13(19). <https://doi.org/10.3390/Su131910980>
- Joseph Franklin Hair, G. Tomas M. Hult, Christian M. Ringle, & Marko Sarstedt. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage.
- Karahalil, E. (2020). Principles Of Halal-Compliant Fermentations: Microbial Alternatives For The Halal Food Industry. In *Trends In Food Science And Technology* (Vol. 98, Pp. 1–9). Elsevier Ltd. <https://doi.org/10.1016/J.Tifs.2020.01.031>

- Kashif, M., Zarkada, A., & Thurasamy, R. (2017). The Moderating Effect Of *Religiosity* On Ethical Behavioural Intentions: An Application Of The Extended Theory Of Planned Behaviour To Pakistani Bank Employees. *Personnel Review*, 46(2), 429–448. <https://doi.org/10.1108/Pr-10-2015-0256>
- Kusumawardani, K. A., & Yolanda, M. (2021). The Role Of Animosity, *Religiosity*, And Allocentrism In Shaping Purchase Intention Through Ethnocentrism And Brand Image. *Organizations And Markets In Emerging Economies*, 12(2), 503–525. <https://doi.org/10.15388/Omee.2021.12.67>
- Kusumawardani, N., & Intan Puspita, A. P. (2021). Pengaruh Boyband Korea Sebagai Duta Merek, Kepribadian Merek, Dan Gelombang Budaya Korea Terhadap Minat Beli Produk Sheet Mask: Studi Kasus Pada Merek Mediheal. *Journal Of Management And Business Review*, 18(2), 365–379. <https://doi.org/10.34149/Jmbr.V18i2.285>
- Laura Bicker. (2020, February 11). Film Parasite sabet Oscar: “Sebelumnya dunia abai terhadap bakat-bakat budaya Korea Selatan, mereka kini tahu.” *BBC NEWS INDONESIA*. <https://www.bbc.com/indonesia/majalah-51458528>
- Lee, B., Ham, S., & Kim, D. (2015). The effects of likability of Korean celebrities, dramas, and music on preferences for Korean restaurants: A mediating effect of a country image of Korea. *International Journal of Hospitality Management*, 46, 200–212. <https://doi.org/10.1016/j.ijhm.2014.05.012>
- Lee, W. I., Cheng, S. Y., & Shih, Y. T. (2017). Effects Among Product Attributes, Involvement, Word-Of-Mouth, And Purchase Intention In Online Shopping. *Asia Pacific Management Review*, 22(4), 223–229. <https://doi.org/10.1016/J.Apmrv.2017.07.007>
- Lexy J. Moleong, M. A. (2012). *Metodologi Penelitian Kualitatif*. Remaja Rosdakarya.
- Luis-Alberto, C. A., Angelika, D., & Juan, S. F. (2021). Looking at the brain: Neural effects of “made in” labeling on product value and choice. *Journal of Retailing and Consumer Services*, 60. <https://doi.org/10.1016/j.jretconser.2021.102452>
- M. Anang Firmansyah. (2018). *Perilaku konsumen*. Deepublish.
- Madun, A., Kamarulzaman, Y., & Abdullah, N. (2022). The Mediating Role Of Consumer Satisfaction In Enhancing Loyalty Towards Malaysian

Halal-Certified Food And Beverages. In *Online Journal Of Islamic Management And Finance* (Vol. 2, Issue 1).

Mega Setiawati, L., & Syahrivar, J. (2019). *Factors Affecting Intention To Buy Halal Food By The Millennial Generation: The Mediating Role Of Attitude* (Vol. 14, Issue 2).

Mega Setiawati, L., & Syahrivar, J. (2019). *Factors Affecting Intention To Buy Halal Food By The Millennial Generation: The Mediating Role Of Attitude* (Vol. 14, Issue 2).

Merabet, A. (2020). The Effect of Country-of-Origin Image on Purchase Intention. The Mediating Role of Perceived Quality and Perceived Price. *European Journal of Business and Management Research*, 5(6). <https://doi.org/10.24018/ejbmr.2020.5.6.589>

Min, K., & Hong, W. (2021). The Effect Of Food Sustainability And The Food Safety Climate On The Job Stress, Job Satisfaction And Job Commitment Of Kitchen Staff. *Sustainability (Switzerland)*, 13(12). <https://doi.org/10.3390/Su13126813>

Mohd, N. Y., Nasser, M. N., & Mohamad, O. (2007). Does image of country-of-origin matter to brand equity? *Journal of Product and Brand Management*, 16(1), 38–48. <https://doi.org/10.1108/10610420710731142>

Mortimer, G., Fazal-E-Hasan, S. M., Grimmer, M., & Grimmer, L. (2020). Explaining The Impact Of Consumer *Religiosity*, Perceived Risk And Moral Potency On Purchase Intentions. *Journal Of Retailing And Consumer Services*, 55. <https://doi.org/10.1016/J.Jretconser.2020.102115>

Mulasakti, G. P., & Mas'ud, F. (2020). Faktor Penentu Minat Beli Produk Makanan Dan Minuman Impor Berlabel Halal. *Jurnal Ilmiah Ekonomi Islam*, 6(2), 294. <https://doi.org/10.29040/Jiei.V6i2.796>

Musthofa, A. (2021). *Konsumen Muslim: Pengetahuan Produk Halal dalam Keputusan Pembelian Makanan*. <http://ejournal>.

Muskitta, C. G., Ade, T., Ulaen, E. I., & Pangaribuan, C. H. (2022). The Influence Of The Korean Wave Phenomenon On Male Customer Purchase Decisions For Korean Skincare Products In Indonesia. In *Management, And Industry (Jemi)* (Vol. 05, Issue 03).

Nadhifah, N., Eka, S., & Tusita, A. (2019, July 29). *Halal Korean Food And Glokalisasi*. <https://doi.org/10.4108/Eai.23-3-2019.2284943>



- Nadya Citra. (2024, February 20). K3 Mart, Tempat Makan Bernuansa Korea. *Kompasiana*.[https://www.kompasiana.com/nadyaatra17/65abaa20c57afb07ef05e903/k3-mart-tempat-makan-bertema-korea?page=2&page\\_images=1](https://www.kompasiana.com/nadyaatra17/65abaa20c57afb07ef05e903/k3-mart-tempat-makan-bertema-korea?page=2&page_images=1)
- Nadila, A. P., & Windasari, N. A. (2022). Analyzing the Influence of Korean Celebrities as Brand Ambassadors toward Customer Loyalty in Indonesia. *International Journal of Current Science Research and Review*, 05(12). <https://doi.org/10.47191/ijcsrr/V5-i12-41>
- Nguyen, A. H. M., & Alcantara, L. L. (2022). The Interplay Between Country-Of-Origin Image And Perceived Brand Localness: An Examination Of Lokal Consumers' Response To Brand Acquisitions By Emerging Market Firms. *Journal Of Marketing Communications*, 28(1), 95–114. <https://doi.org/10.1080/13527266.2020.1840422>
- Nurhasanah, S., & Hariyani, H. F. (2017). Halal Purchase Intention On Processed Food. *Islamic Finance And Business Review*, 11(2), 2017.
- Nurhayati, T., & Hendar, H. (2020). Personal Intrinsic Religiosity And Product Knowledge On Halal Product Purchase Intention: Role Of Halal Product Awareness. *Journal Of Islamic Marketing*, 11(3), 603–620. <https://doi.org/10.1108/Jima-11-2018-0220>
- Nurhidayana, A., & Prafitri Juniartu, R. (2020). Bagaimana Generasi Milenial Membeli Makanan Halal? Peran Religious Belief, Subjective Norm, Dan Halal Awareness. In *Jurnal Manajemen Dan Bisnis Sriwijaya* (Vol. 18, Issue 4). <http://ejournal.unsri.ac.id/index.php/jmbs>
- Nusran, M., Gunawan, Razak, M., Numba, S., & Wekke, I. S. (2018). Halal Awareness on the Socialization of Halal Certification. *IOP Conference Series: Earth and Environmental Science*, 175(1). <https://doi.org/10.1088/1755-1315/175/1/012217>
- Öztürk, A. (2022). The Effect of Halal Product Knowledge, Halal Awareness, Perceived Psychological Risk and Halal Product Attitude on Purchasing Intention. *Business and Economics Research Journal*, 13(1), 127–141. <https://doi.org/10.20409/berj.2022.365>
- Park, J.-C., Kang, J.-W., & Im, J.-W. (2015). The Effects of “K-POP” Preference of Chinese Consumers on Purchase Intention for Korean Products. *Journal of the Korea Industrial Information Systems Research*, 20(1), 79–90. <https://doi.org/10.9723/jksiis.2015.20.1.079>

- Peter, J. Paul., & Olson, J. C. (Jerry C. (2010). *Consumer behavior & marketing strategy*. McGraw-Hill Irwin.
- Praja Herdian. (2019). Upaya Korea Selatan Dalam Menjadikan Kimci Sebagai Warisan Budaya Dunia. *Jom Fisip*, 6.
- Pramadya, T. P., & Oktaviani, J. (2021). Korean Wave (Hallyu) Dan Persepsi Kaum Muda Di Indonesia: Peran Media Dan Diplomasi Publik Korea Selatan. *Insignia: Journal Of International Relations*, 8(1), 87. <https://doi.org/10.20884/1.Ins.2021.8.1.3857>
- Pramadya, T. P., & Oktaviani, J. (2021). Korean Wave (Hallyu) Dan Persepsi Kaum Muda Di Indonesia: Peran Media Dan Diplomasi Publik Korea Selatan. *Insignia: Journal Of International Relations*, 8(1), 87. <https://doi.org/10.20884/1.Ins.2021.8.1.3857>
- Prasanti, R. P., Ade, ], & Dewi, I. N. (2020). Dampak Drama Korea (Korean Wave) terhadap Pendidikan Remaja. In *Lectura: Jurnal Pendidikan* (Vol. 11, Issue 2).
- Puspita, R. E., Ayuningrum, A. N. P. D., Zulaikha, Y., & Thaker, M. A. Bin M. T. (2022). Look-Ahead Behavior In Food Culture: The Case Of Korean Food Buying. *Jsw (Jurnal Sosiologi Walisongo)*, 6(1), 59–72. <https://doi.org/10.21580/Jsw.2022.6.1.10713>
- Putri, I. P., Dhiba, F., Liany, P., & Nuraeni, D. R. (2019). K-Drama dan Penyebaran Korean Wave di Indonesia. *Jurnal Kajian Televisi Dan Film*, 3(1), 68–80.
- Rahmawati, C. T. (2020). “*The Massive Korean Wave In Indonesia And Its Effects In The Term Of Culture.*” <https://www.researchgate.net/publication/345487743>
- Ramírez-Correa, P., Rondán-Cataluña, F. J., Moulaz, M. T., & Arenas-Gaitán, J. (2020). Purchase Intention Of Specialty Coffee. *Sustainability (Switzerland)*, 12(4). <https://doi.org/10.3390/Su12041329>
- Resti Prastiwi, F. T., Ratnaningsih, C. S., Windhyastiti, I., & Khourouh, U. (2020). Analisis Pengaruh Tren Budaya, Brand Ambassador Dan Harga Terhadap Purchase Intention. *Jurnal Bisnis Dan Manajemen*, 7(1). <https://doi.org/10.26905/Jbm.V7i1.4222>
- Retina Sri Sedjati, Apt. , M. M. (2018). *Manajemen Pemasaran* (Edisi 1). Deepublish.

- Rojo, J. J. A., Flores, G. B., Bunagan, K. F. O., dela Cruz, P. J. G., & Dionisio, J. R. v. (2022). Influence of Digital Media Advertisements of KPOP Industry on Selected Young Adults in Manila, Philippines. *International Journal of Social Science Research and Review*, 5(10), 29–45. <https://doi.org/10.47814/ijssrr.v5i10.567>
- Safeer, A. A., Yuanqiong, H., Abrar, M., Shabbir, R., & Rasheed, H. M. W. (2021). Role Of Brand Experience In Predicting Consumer Loyalty. *Marketing Intelligence & Planning*, 39(8), 1042–1057. <https://doi.org/10.1108/Mip-11-2020-0471>
- Sanyal, S. N., & Datta, S. K. (2011). The effect of country of origin on brand equity: An empirical study on generic drugs. In *Journal of Product and Brand Management* (Vol. 20, Issue 2, pp. 130–140). <https://doi.org/10.1108/10610421111121125>
- Šapić, S., Lazarević, J., & Filipović, J. (2021). The effect of country - of - origin image through quality, design and attractiveness related to product on consumer loyalty. *The European Journal of Applied Economics*, 18(1), 137–150. <https://doi.org/10.5937/ejae18-28972>
- Selvianti, F., Ibdalsyah, I., & Hakiem, H. (2020). Pengaruh Religiusitas, Label Halal, Dan Alasan Kesehatan Terhadap Keputusan Membeli Produk Makanan Instan Korea. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 3(2), 183–197. <https://doi.org/10.47467/Elmal.V3i2.515>
- Shertina, R., Ario, D., & Utomo, B. (2020). *Strategi Gastrodiplomasi Pemerintah Korea Selatan Dalam Program Global Hansik Campaign Di Indonesia Pada Tahun 2012-2017* (Vol. 19). [https://www.unikorea.go.kr/eng\\_unikorea/news/speeches/?boardid=Bbs\\_0000000000000036&mode=view&cnti](https://www.unikorea.go.kr/eng_unikorea/news/speeches/?boardid=Bbs_0000000000000036&mode=view&cnti)
- Sin, L. M., & Omar, B. (2020). The impact of Korean wave on Malaysian metrosexual grooming attitude and behaviour: The moderating role of visual media consumption. *Media Watch*, 11(2), 263–280. <https://doi.org/10.15655/mw/2020/v11i2/195647>
- So, W. G., & Kim, H. K. (2020). The influence of drama viewing on online purchasing intention: An empirical study. *Journal of System and Management Sciences*, 10(2), 69–81. <https://doi.org/10.33168/jsms.2020.0205>
- Subandi, F. P. P., Romadlon, F., Nurisusilawati, I., & Chindyana, A. (2022). Sentiment Analysis Of Indonesian Interest In Korean Food Based

On Naïve Bayes Algorithm. *Jurnal Sositoknologi*, 21(3), 337–346. <https://doi.org/10.5614/Sostek.Itbj.2022.21.3.10>

Sugiyono. (2010). *Metode Penelitian Untuk Bisnis*. Alfabeta.

Sugiyono. (2014). *Metode Penelitian kuantitatif, kualitatif dan R & D*. Alfabeta.

Suharsimi Arikunto. (2010). *Prosedur Penelitian : Suatu Pendekatan Praktik*. Rineka Cipta.

Sulaeman, Rizaldy, R. J., Rais, M. A., Subagio, A., & Pradnya, R. S. (2022). Pengaruh Budaya Populer Korea Selatan Terhadap. *Dinamika Sosial Budaya*, 24(2), 710–732. <http://journals.usm.ac.id/index.php/jdsb>

Teng, H. J., Ni, J. J., & Chen, H. H. (2018). Relationship Between E-Servicescape And Purchase Intention Among Heavy And Light Internet Users. *Internet Research*, 28(2), 333–350. <https://doi.org/10.1108/INTR-10-2016-0303>

Thanabordeekij, P., Prommawin, B., Laungsan, T., & Klinhom, A. (2022). The Impact of the Korean Wave on Korean Food Consumption of Thai Consumers. *Journal of ASEAN PLUS + Studies*, 3(2).

Thøgersen, J., Aschemann-Witzel, J., & Pedersen, S. (2021). Country image and consumer evaluation of imported products: test of a hierarchical model in four countries. *European Journal of Marketing*, 55(2), 444–467. <https://doi.org/10.1108/EJM-09-2018-0601>

Thøgersen, J., Pedersen, S., Paternoga, M., Schwendel, E., & Aschemann-Witzel, J. (2017). How Important Is Country-Of-Origin For Organic Food Consumers? A Review Of The Literature And Suggestions For Future Research. In *British Food Journal* (Vol. 119, Issue 3, Pp. 542–557). Emerald Group Publishing Ltd. <https://doi.org/10.1108/Bfj-09-2016-0406>

Titi Herawati, Muhammad Iqbal Fasa, & Suharto. (2022). Perilaku Konsumen Dalam Berbelanja Online Dimasa Pandemi Covid-19. *Islamic Economics And Finance Journal*, 1(1), 13–25. <https://doi.org/10.55657/iefj.V1i1.5>

Truong, N. X. (2018). The Impact Of Hallyu 4.0 And Social Media On Korean Products Purchase Decision Of Generation C In Vietnam. *Journal Of Asian Finance, Economics And Business*, 5(3), 81–93. <https://doi.org/10.13106/Jafeb.2018.Vol5.No3.81>



- Tyagi, V. (2020). *The Impact Of Globalization On Culture In The 21 St Century* Copyright© 2020vedapublications. [Http://Www.Joell.In](http://Www.Joell.In)
- Uma Sekaran, & Roger Bougie. (2016). *Research Methods For Business; A Skill-Building Approach* (7th Ed.). John Wiley & Sons
- Uma Sekaran. (2015). *Metode Penelitian Untuk Bisnis*. Salemba Empat.
- Verma, V. K., & Chandra, B. (2018). An Application Of Theory Of Planned Behavior To Predict Young Indian Consumers' Green Hotel Visit Intention. *Journal Of Cleaner Production*, 172, 1152–1162. <https://doi.org/10.1016/j.jclepro.2017.10.047>
- Vienna Artina Sembiring, & Wijayanti Dewi Prabandari. (2021). Analysis of the Impact of Korean Wave on Purchase Decision Making at Patbingsoo Korean Dessert House, Flavor Bliss, Tangerang Selatan, Hotel Management Department Trisakti School Of Tourism. *International Journal of Innovative Science and Research Technology*, 6(3). [www.ijisrt.com628](http://www.ijisrt.com628)
- Vizano, N. A., Khamaludin, K., & Fahlevi, M. (2021). The Effect Of Halal Awareness On Purchase Intention Of Halal Food: A Case Study In Indonesia. *Journal Of Asian Finance, Economics And Business*, 8(4), 441–453. <https://doi.org/10.13106/jafeb.2021.vol8.no4.0441>
- Wang, H., Ma, B., & Bai, R. (2019). How Does Green Product Knowledge Effectively Promote Green Purchase Intention? *Sustainability*, 11(4), 1193. <https://doi.org/10.3390/su11041193>
- Watson, A., Alexander, B., & Salavati, L. (2020). The impact of experiential augmented reality applications on fashion purchase intention. *International Journal of Retail and Distribution Management*, 48(5), 433–451. <https://doi.org/10.1108/IJRDM-06-2017-0117>
- Wu, W., Zhou, L., & Chien, H. (2019). Impact Of Consumer Awareness, Knowledge, And Attitudes On Organic Rice Purchasing Behavior In China. *Journal Of Food Products Marketing*, 25(5), 549–565. <https://doi.org/10.1080/10454446.2019.1611515>
- Yasir Nasution, M., Akmal Tarigan, A., & Harahap, ain. (2020). THE INFLUENCE OF PRODUCT KNOWLEDGE ON ATTITUDE AND INTEREST IN BUYING HALAL PRODUCTS. *European Journal of Management and Marketing Studies*. <https://doi.org/10.46827/ejmms.v5i3.876>

Yoo, J. S. (2019). Bařlık/ Title: Kore Savařı (Kan Kardeři), Kore Dizisi Ve K-Beauty (Kore Kozmetiđi) Merkezinde Tırkiye'de Kore Akımının Gınımızdeki Durumu Ve Geleceđi. *Kare- International Journal Of Literature, History And Philosophy*.  
[Http://Dergipark.Gov.Tr/Kare](http://Dergipark.Gov.Tr/Kare)

