THE INFLUENCE OF KOREAN POP CULTURE TOWARD
CONSUMER INTENTION ON SELECTING KOREAN FOODS

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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Korean Drama and K-pop are two phenomenal Korean pop culture which are spreaded around the world. In Indonesia, Korean Drama and K-pop music began to be popular in beginning of 2000's. Their popularity are followed by Korean foods in 2014. This research is to look specifically on whether Korean Pop Culture influence Indonesian people to choose Korean foods as their options. Using SPSS software and with simple linear regression method analysis, 100 respondents' data collected is processed through validity and reliability test, classical assumption test and hypothesis testing. The results show that Korean Pop Culture influence Indonesian people to choose Korean foods.

Keywords: Consumer Intention, Fanaticism, K-pop music, Korean Drama, Korean foods
DEDICATION

I dedicate this thesis work for my parents and my bachelor degree.
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