SIMULTANEOUS AND PARTIAL INFLUENCE OF THREE DIMENSIONS OF PULL FACTOR OF FILM TOURISM IN KOREAN DRAMAS TOWARD JAKARTA VIEWERS' INTENTION TO VISIT SOUTH KOREA

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BACHELOR'S DEGREE
in

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HOTEL AND TOURISM MANAGEMENT CONCENTRATION
FACULTY OF BUSINESS ADMINISTRATION AND HUMANITIES

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July 2017

Revision after the Thesis Defense on July 19th 2017

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

SIMULTANEOUS AND PARTIAL INFLUENCE OF THREE DIMENSIONS OF PULL FACTOR OF FILM TOURISM IN KOREAN DRAMAS TOWARD JAKARTA VIEWERS' INTENTION TO VISIT SOUTH KOREA

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As the popularity of Korean drama in Indonesia keep increasing, recently there are increases of Indonesian tourist visiting the Ginseng country and Korean dramas are possible influences of those increases. This condition is known as film-induced tourism, which is one of the fast growing sectors of the tourism industry. Using the pull factors of film tourism, which are Place, Performance and Personality, this research aimed to identify the simultaneous and partial influence of the three dimensions in Korean dramas toward Jakarta viewers' intention to visit South Korea. A quantitative research design with structured questionnaire is conducted and 206 data set is collected from Korean drama viewers who live in Jakarta. Multiple regression model through SPSS is conducted and the data is analyzed through reliability, validity, classical assumption, and hypotheses test. The result shows that the pull factors of film tourism in Korean dramas influence Jakarta viewers' intention to visit South Korea, with Personality dimension gives the biggest influence, Place as the second and Performance as the last. Not only this result can give some implication for further research, but it also help in practical perspectives, such as tour and travel agents, film makers, destination developers, promoters and other tourism authorities.

Keywords: Pull Factor, Film Tourism, Visit Intention, Korean Drama.

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DEDICATION

I dedicate this work ultimately for Jesus Christ for His tremendous and never-ending grace and blessing.

Also for my beloved parents, Harry and Lily, and siblings, Andi and Airin who keep supporting me and never give up on me, endlessly.

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ACKNOWLEDGEMENTS

I would like to give my deepest gratefulness to my one and only God, Jesus Christ. Without His everlasting blessing and guidance, I would have not been able to finish my thesis work. In addition, I would like to thank and acknowledge the following people:

1. My thesis advisor, Mr. Vishnuvardhana S. Soeprapto, B.A. M.A, for his help, advice and support in making of this thesis. Without his guidance, this thesis would not be done. Furthermore, I am also grateful for his assistance and lessons from my first semester in SGU. They are all unforgettable and meaningful.
2. To my beloved boyfriend, Kenny Oscar, for his never-ending support, care, love and pray for me. The person who I always counted on during my stressful moment in the making of this thesis and the one who always been there wherever and whenever I needed his help.
3. To my best friends, Cireng group (Chrisya Virginia, Catherine Caroline, Kania Clevina and Diedra Cicely) and Ciwi-ciwi group (Sherly Irawati, Bertha Araminta, Jessica Ongke, Isha Kumalasari B and Esther Aditya Jessica), who always listen to my stories about my thesis problems and also help me a lot. They are the people who I can also count on and share my pain with.
4. To my Hotel and Tourism Management friends batch 2013 class A and B. Their presence in my university life is one of the best thing I can feel during these 4 years. Thank you for all of your support during these awesome years.
5. To all Hotel and Tourism Management lecturers and staffs, including Mrs. Munawaroh, Mr. Oqke, Mr. Are, Ms. Karina and others that I could not mention them one by one for their great lessons and assistance during my studies.
6. To all of my friends, inside and outside SGU, specifically for Ko Johan Nugroho, Gabriella Gracia and Kak Andhika that had helped me in their prayers, advices, recommendation and teaching. In addition, I am also grateful to my family in Christ such as my SYNChronizer group, my KTB group and my SGU's cell group for their support, prayer and reminder to my faith in Christ.
7. And for other parties that have supported me that I cannot mention one by one, who had helped me in anything they can to complete my thesis.

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TABLE OF CONTENTS

STATEMENT BY THE AUTHOR 2
ABSTRACT 3
DEDICATION 5
ACKNOWLEDGEMENTS 6
TABLE OF CONTENTS 7
LIST OF FIGURES 9
LIST OF TABLES 10
CHAPTER 1 – INTRODUCTION 11
1.1 Background 11
1.2 Research Problem 14
1.3 Research Objective 14
1.4 Research Question 14
1.5 Significance of Study 15
1.6 Scope and Limitation 15
CHAPTER 2 - LITERATURE REVIEW 16
2.1 Framework of Thinking 16
2.2 South Korea 17
2.3 Characteristics of Korean Drama 17
2.4 Film- Induced Tourism 19
2.5 Pull and Push Factor Motivation Theory 21
2.6 Jakarta 23
2.7 Intention to Visit 24
2.8 Previous Studies 25
2.9 Research model 30
2.10 Hypothesis 31
CHAPTER 3 – RESEARCH METHODS 32
3.1 Type of Research 32
3.2 Type of Data 32
3.3 Operational Variable 32
3.4 Population and Sample 35
3.4.1 Population 35
3.4.2 Sample 35
3.4.3 Sampling method 36
3.5 Method of Data Analysis 36
3.5.1 Pre-test 36
3.5.1.1 Reliability test 37
3.5.1.2 Validity Test 37
3.5.2 Post-Test 37
3.5.2.1 Classical Assumption Test 38
3.5.2.1.1 Normality test 38
3.5.2.1.2 Heteroscedasticity Test 38

3.5.2.1.3 Multicollinearity Test 38
3.5.2.2 Hypotheses test 39
3.5.2.2.1 F-test 39
3.5.2.2.2 T-test 39

CHAPTER 4 - DATA ANALYSIS 40
4.1 Data Source 40
4.1.1 Demographic Data of the Respondents 40
4.1.2 Data Tabulation 43
4.2 Data Analysis Results 43
4.2.1 Pre-test 43
4.2.1.1 Reliability Test Results 43
4.2.1.2 Validity Test Results 45
4.2.2 Post-test 47
4.2.2.1 Reliability Test Results 47
4.2.2.2 Validity Test Results 48
4.2.2.3 Classical Assumption Tests 50
4.2.2.3.1 Normality Test Result 51
4.2.2.3.2 Heteroscedasticity Test Result 51
4.2.2.3.3 Multicollinearity Test Result 52
4.2.2.4 Hypotheses Testing 53
4.2.2.4.1 First Hypothesis Test Result 53
4.2.2.4.2 Second Hypothesis Test Result 54
4.3 Discussion 55
4.3.1 First Hypothesis Discussion 55
4.3.2 Second Hypothesis Discussion 56
4.3.2.1 Second Hypothesis Discussion as Place Dimension (X_1) Influences Viewers' Intention to Visit 57
4.3.2.2 Second Hypothesis Discussion as Performance Dimension (X_2) Influences Viewers' Intention to Visit 59
4.3.2.3 Second Hypothesis Discussion as Personality Dimension (X_3) Influences Viewers' Intention to Visit 61

CHAPTER 5 63
5.1 Conclusion 63
5.2 Recommendations 63

GLOSSARY 66
REFERENCE 68
APPENDICES 73
CURRICULUM VITAE 99

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