
GENERASI Z'S PERCEPTION OF DINING EXPERIENCE AT KOREA RESTAURANTS, SOUTH JAKARTA

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ABSTRACT

Culinary tourism is a strong attraction and can improve the standard of living of local residents. The strong growth of the Korean food industry proves that Korean food is well received by various circles, one of which is Generation Z. The trend of Korean culture in this era of globalization is very strong so that it easily penetrates into Indonesia, especially South Jakarta. The variety of Korean food choices offered has increased consumers perception of choosing location, atmosphere, and food as an attraction. The restaurant business is now not only delicious food, restaurant business people are now also required to present a memorable dining experience. This study aims to understand the perception of Generation Z on the dining experience at a South Jakarta Korean restaurant. The sampling technique in this study was Generation Z, with 100 respondents. This research is described in 4 perceptual factors, namely motivation, interest, experience, and expectations. The data analysis technique used is descriptive analysis, validity test, and reliability test. Based on the results of the questionnaire distributed, generation Z chose Moon Chicken as their favorite Korean restaurant because it has memorable service. Korean restaurants have a min taste that is not to strong and there is curiosity about the interior design of Korean restaurants, which is different from other restaurant.

Keyword: perception, generation z, dining experience, korean restaurant.

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INTRODUCTION

The tourism industry is an important revenue growth sector and is one of Indonesia's major foreign exchange contributors (Mudrikah, 2014). Tourism is a service sector that has many advantages and continues to grow, including airlines, resorts, hotels, and restaurants, as well as MSMEs and various sectors of society, from the environment to the economy (Sayekti, 2020). Due to its rapid growth and development, there are many types of tourism with various interesting tourist facilities and activities, including culinary tourism (Simanjuntak et al., 2017). Most tourists always take the time to taste the typical food and drink of the tourist destination (Ismiralia et al., 2019).

This tour prioritizes culinary, taste satisfaction, and the uniqueness of a dish or cuisine, making culinary tourism distinct from general tourism (Rahma et al., 2017). Food of high quality and popularity can be used as a tourism product to increase interest in visiting a tourist destination (Triska, 2021). Today's restaurant business is not only required to serve delicious food; restaurant

business people are now also required to present a memorable dining experience (Dicky Sumarsono, 2015).

The strong growth of the Korean food industry proves that Korean food has been well received by various groups (Safitri, 2021). Not only adults but also young people like Generation Z have long known that Korean food is a trend that cannot be ignored (REFYAN et al., 2023). The thing that makes this Korean restaurant even more famous is the Korean cultural phenomenon (Ardia, 2014). The trend of Korean culture in this era of globalization is so strong that it easily penetrates Indonesia, and one of them is Jakarta, especially South Jakarta, which has 50 types of Korean-style restaurants (di Indonesia & Larasati, n.d.).

Table 1: Total population for age and gender categories in South Jakarta

Age Group (1)	Male (2)	Female (3)	Total (4)
0-4	97,863	94,813	192,676
5-9	96,875	93,197	190,072
10-14	82,715	77,813	160,528
15-19	72,699	73,134	145,833
20-24	79,259	86,900	166,159
25-29	102,375	104,973	207,348
30-34	111,778	109,283	221,061
35-39	105,966	103,824	209,790
40-44	92,444	89,926	183,370
45-49	78,240	76,380	154,620
50-54	62,583	63,024	125,607
55-59	48,295	50,052	98,347
60-64	34,980	36,813	71,793
65-69	23,451	24,293	47,744
70-74	13,528	14,675	28,2033
75+	10,637	13,042	23,679
Total	1,114,688	1,112,142	2,226,830

Source: Central Bureau of Statistics for the South Jakarta Government in 2010-2020

The following is data on the population in South Jakarta in generation Z with an age range of 10–25 years, totaling 472 520 people in 2010–2020. With all kinds of Korean restaurants, there are many opportunities for generation Z to enjoy Korean cuisine in South Jakarta (Lupitasari et al., 2020).

Most members of Generation Z believe that Korean restaurants have a distinct personality and are distinct from other cafes, which frequently have unique interiors designed to evoke the feeling of being in ginseng country. Based on the background above, the objective of this research is to determine and analyze the perceptions of Generation Z regarding dining experiences in South Korean restaurants in Jakarta. Therefore, the benefits of this research include assisting South Korean restaurants in Jakarta to understand the preferences and expectations of Generation Z regarding dining experiences. It can provide insights into the types of Korean cuisine most preferred by Generation Z, and this research can be utilized to design more effective marketing strategies to capture the attention of Generation Z.

METHOD

The research method is that "the research method is basically a scientific way to obtain data with specific purposes and uses" (Darna & Herlina, 2018). The research method that will be used in

this research is the descriptive quantitative method. The unit of analysis in this study, based on the author's understanding, is the perception of groups, people, classes, and generation Z towards the proliferation of Korean restaurants in South Jakarta.

The variable in this research is the perception of generation Z, especially for Korean restaurant selection. Besides that, the aim of this study is to facilitate understanding and avoid differences in perceptions. The components that will be recorded and assessed are motives, interests, experiences, and expectations in Generation Z's perception of Korean restaurants.

The population in this study is generation Z in South Jakarta. In the South Jakarta Central Bureau of Statistics, the population of generation Z in 2010–2020 was 472,520 people. One method for calculating the number of samples to be used is to use the Slovin formula, which is as follows :

$$n = \frac{N}{N \cdot e^2 + 1}$$

Explanation :

n = Sample Size

N = Population Size

e² = The accuracy limit used (e² that is "error rate" can use an error rate of 1%, 5%, 10%)

$$n = \frac{472.520}{1+472.520(0,1)^2} = 99,97 = 100 \text{ (rounding)}$$

So, the number of samples that will be used as respondents in this study is 100 people.

In data collection techniques, this study used various methods, namely primary and secondary data. Primary data is a database that directly distributes data to data collectors. Primary data sources were obtained through questionnaires for research subjects. According to (SD et al., n.d.) proposes that "the questionnaire is a questionnaire containing a number of questions or statements that must be answered or responded to by respondents." So, from this explanation, researchers will use a questionnaire of questions and statements that are given online to respondents about Generation Z's perceptions of Korean restaurants. The secondary data used in this study comes from reference books, journals, the internet, and various documents related to the title of this research.

The analysis used by the author to identify perceptions of the experience of dining at Korean restaurants, especially among Generation Z, is descriptive analysis. To test the validity of the provisions for validity testing is r count compared to r table (by looking at the significance level of the research, which is 5% or 0.05, and the number of N or respondents, then we will get the value of r table). If r count < r table, the instrument is said to be invalid, but conversely if r count > r table, the research instrument is said to be valid (Amiruddin, 2019). According to (Sugiyono, 2017) states that the reliability test is the extent to which measurement results using the same object will produce the same data. A construct or variable is said to be reliable if it provides value Cronbach Alpha > 0.60 (Amiruddin, 2019). Researchers use the Cronbach Alpha formula as follows :

$$r = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum si^2}{st^2} \right)$$

Explanation:

R = reliability

k = number of questions tested

$\sum si^2$ = number of variant items

st² = total variant

RESULTS AND DISCUSSION

Based on the results of the author's observations on social media, namely Google Reviews and Zomato, several favorite Korean restaurant places were found in South Jakarta, which will be explained as follows:

Moon Chicken by Hangry is a Korean fried chicken dish that is usually enjoyed as a snack with its six famous flavors. Six flavors of Moon Chicken fried chicken consist of original moon, big bang, gangjeong, smokey comet, honey galaxy, and lousiana star. The price range for Moon Chicken starts from Rp. 38,000 to Rp. 290,000. Moon Chicken itself has 73 outlets spread throughout Indonesia. One of the addresses is Jl. Suryo No. 11, Senopati.

SGD Tofu House is a restaurant originating from Seoul since 1962 that was only established in Indonesia in 2018 and has 2 outlets in Jakarta, namely Pantai Indah Kapuk (PIK) and Pondok Indah Mall (PIM). SGD stands for Sogongdong, the area in Seoul that is now known as Myeondong. Their signature dish is Sundubu Jjigae, which is Korean soft tofu soup. For the price range itself, Rp. 250,000 for two people, not including alcohol.

At first glance, it looks like a ramen place, but Legend of Noodle offers a menu that is much more than that. Various types of Korean-style noodles are prepared at this restaurant, one of the most popular being Haemul Jjampong (spicy seafood noodles) and Jjangmyeon (black soybean paste noodles). Food prices start at Rp. 60,000. The Legend of Noodle itself is available in 3 locations in Jakarta, namely, Senopati, Pantai Indah Kapuk (PIK), and Kelapa Gading.

Born Ga specializes in Korean barbecue. Barbecued beef tongue and japchae (Korean vermicelli) are the most popular foods in this restaurant. Born Ga has 7 outlets in Indonesia, one of which is located at Jl. Wolter Monginsidi No. 24, Petogogan. For the price range itself, Rp. 400,000 for 2 people, not including alcohol.

Yongdaeri Korean BBQ is located at Galeria SCBD, Jakarta, near Pacific Place. This restaurant serves a wide variety of Korean dishes, but the main item is Korean BBQ, as the name suggests. The decoration has several private rooms, so if consumers want to enjoy free karaoke services, they can enjoy the private room. Yongdaeri Korean BBQ itself has 2 outlets in Jakarta apart from SBCD, namely at the Mall of Indonesia (MOI). For the price range itself, Rp. 250,000 for two people, not including alcohol.

Tabel 2. Validity and reliability test results

Variabel	Indikator	Uji Validitas			Uji Reliabilitas	Keteragaan
		R Hitung	R Tabel	Keterangan		
Persepsi	Motives	0.736	0.463	Valid	0.76	Reliabel
		0.838		Valid		
		0.680		Valid		
	Interest	0.818		Valid		
		0.677		Valid		
		0.670		Valid		
	Experiences	0.651		Valid		
		0.633		Valid		
		0.766		Valid		
	Expectations	0.815		Valid		
		0.869		Valid		

Source: SPSS Processed Data Results for 2022.

From table 2 above regarding the variable regarding the perception of generation Z, it is found that the results of these calculations state that all questions in the perception variable are declared valid because it can be seen that $r_{count} > r_{table}$, which totals 0.463, and also that the significance value in the table above is all from 0.05. The reliability test on the perception variable, where the results of the upper Cronbach alpha are 0.796, can be said to be valid because the Cronbach alpha value is greater than 0.60.

In this recapitulation table, the author explains that there is an average value (mean) in the statement of each indicator. In this study, the authors processed the data that had been obtained from the results of distributing questionnaires to 100 respondents. The following is a variable recapitulation table :

Table 3. Perception Variable Statement Recap

	N	Minimum	Maximum	Mean
A1	100	1	5	3.39
A2	100	1	5	3.65
A3	100	2	5	3.78
A4	100	1	5	4.03
A5	100	2	5	4.08
A6	100	1	5	3.80
A7	100	2	5	4.02
A8	100	2	5	3.96
A9	100	2	5	3.98
A10	100	2	5	3.90
A11	100	2	5	4.06
Valid N (Listwise)	100			

Sources: SPSS Processed Data Results for 2022

1. Lowest mean value
2. Highest mean value

Based on table 3 above, the statement "Korean restaurants have interior designs and products that are different from other restaurants" obtained the highest average (mean) score in this statement, namely 4.08 points, which came from the interest indicator. Whereas the statement "I eat and drink at Korean restaurants to follow the latest trends" obtains the lowest average (mean) score in this statement, namely 3.39 points, which comes from the motivational indicator.

In this study, the focus of researchers is the dining experience for generation Z. This study aims to determine the perceptions of generation Z on the experience of dining at Korean restaurants. The object studied in this study was generation Z. The data obtained in this study were the results of interviews conducted using questionnaires.

Hospitality in Korean restaurants According to generation Z, Korean restaurant services provide quite a memorable experience because they provide good service, their cleanliness is maintained, and they also look serious when serving customers. For example, their cleanliness is better than normal restaurants, even though Korean restaurants can be said to be restaurants that have a middle-class price range, so cleanliness is always maintained. For service, Korean restaurants usually like to give free drink refills or free side dishes with various side dishes so that this gets a plus for consumers.

The Taste of Korean Cuisine According to generation Z, Korean food doesn't have too many spices in it but has more fillings. What I like about Korean food is that it doesn't taste as strong as

eastern food; for example, Indian food has too many spices in it. Korean cuisine prioritizes ingredients that have been processed, starting with vegetables and meat, which have their own taste and tend to be sourer. Apart from not having much seasoning, the spicy taste and various kinds of spiced chicken dishes are also what customers love. This is a distinctive taste for Korean cuisine.

According to Generation Z, Korean restaurants themselves have 3 characteristic namely :

a) Korean restaurant with a touch of K-pop or Korean Drama

As is known, the effect of the hallyu wave of K-pop or Korean dramas is so great that many Korean restaurants in Indonesia, especially in South Jakarta, are designed in such a way as to reflect the atmosphere in the ginseng country. For example, with Korean or Hangul writings and some K-pop merchandise, or if there are Korean restaurants or cafes that deliberately place photos of K-pop artists, this is what attracts the attention of customers.

b) Korean restaurant with classic style

This Korean restaurant with a classic style is usually presented with wooden ornaments or a more classy or exclusive atmosphere. Usually, this classic style provides a distinctive seat, namely a round wooden seat.

c) Korean restaurant with authentic style

The authentic Korean restaurant in question is a Korean restaurant in general, inspired by Korean dramas or films. These restaurants are generally without flashy decorations, and they are usually minimally decorated like a normal tavern.

CONCLUSION

Of the 5 favorite Korean restaurants based on social media ratings, generation Z chose Moon Chicken as its favorite Korean restaurant in South Jakarta. In the discussion of the problem formulation of the factors that influence the z generation's perception of Korean restaurants, it has been answered with good results from the variable that the author has set, namely the perception variable. The perception variable discusses motives, interests, experiences, and expectations. From the results of the questionnaire that has been distributed, it can be concluded that the most influential factor is the factor of interest. Based on the point of view of generation Z regarding the dining experience at South Jakarta Korean restaurants, the results of the questionnaire that has been distributed include three aspects, namely service quality (hospitality), food quality (taste), and physical environment (design and interior). Korean restaurants is that they are expected to continue to maintain the quality they already have. By maintaining three aspects of dining, namely, further improving existing services, especially prioritizing customer satisfaction, innovating even more in developing tastes, and adding ornaments like those in Korean restaurants in the country of ginseng. Generation Z should not only come to eat but also gain new insights about foreign cultures, especially South Korea in terms of culinary. For example, the equipment used, the main ingredients of Korean cuisine, dining manners, and how to prepare the food.

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