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THE EFFECT OF HALLYU (KOREAN WAVE) TOWARDS INTENTION TO VISIT TO SOUTH KOREA WITH DESTINATION IMAGE AS A MEDIATING VARIABLE

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A R T I C L E   I N F O

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Abstract. *This research was done in order to understand the effect of Hallyu (Korean Wave) towards intention to visit in tourist from Surabaya, with destination image as a mediating variable. This research is a quantitative research which uses questionnaire as a main tool to collect research data. This research uses SEM method to analyse the research data. Based on the data analysis, it was found that Hallyu (Korean Wave) has a positive and significant effect towards intention to visit, and destination image also has a positive and significant effect towards intention to visit. Based on the result, it is also found that destination image has a full mediating effect in the relationship between Hallyu (Korean Wave) and intention to visit.*

Abstrak. Penelitian ini dilakukan untuk mengetahui pengaruh Hallyu (Korean Wave) terhadap niat berkunjung wisatawan asal Surabaya, dengan citra destinasi sebagai variabel mediasi. Penelitian ini merupakan penelitian kuantitatif yang menggunakan kuesioner sebagai alat utama untuk mengumpulkan data penelitian. Penelitian ini menggunakan metode SEM untuk menganalisis data penelitian. Berdasarkan analisis data ditemukan bahwa Hallyu (Korean Wave) berpengaruh positif dan signifikan terhadap niat berkunjung, dan citra destinasi juga berpengaruh positif dan signifikan terhadap niat berkunjung. Berdasarkan hasil penelitian, ditemukan pula bahwa citra destinasi memiliki efek mediasi penuh dalam hubungan antara Hallyu (Korean Wave) dan niat berkunjung.

INTRODUCTION

According to research done by the World Travel and Tourism Council (WTTC) in 2021, it can be seen that the employment tourism sector experiences a significant increase around 31,1% and 253% in 2022. This goes to show that the tourism sector has a great potential in terms of business and can be used to increase the income of a country and lowering its unemployment rate. Based on this, it can also be argued that the global tourism sector has been reborn and will bring a positive impact in the world's economy.

Based on the data taken from ASITA, there are 5 countries which becomes the favourite destination for Indonesian tourist. These destinations are Malaysia, Thailand, Japan, Singapore and South Korea (Poerwanto, 2019). The interest of Indonesian tourist in traveling to South Korea is a result from the south korean culture boom in indonesia. According to Rastati (2018), this south korean phenomenon in indonesia begin with the airing of korean drama in 2001. From this, indonesian people began to show interest in South Korea. Beside this, the existance of K-pop idol also affect the preference of Indonesia's millenial generation in terms of korean skin care, korean make up, korean style and K-Food (Egsaugm, 2020).
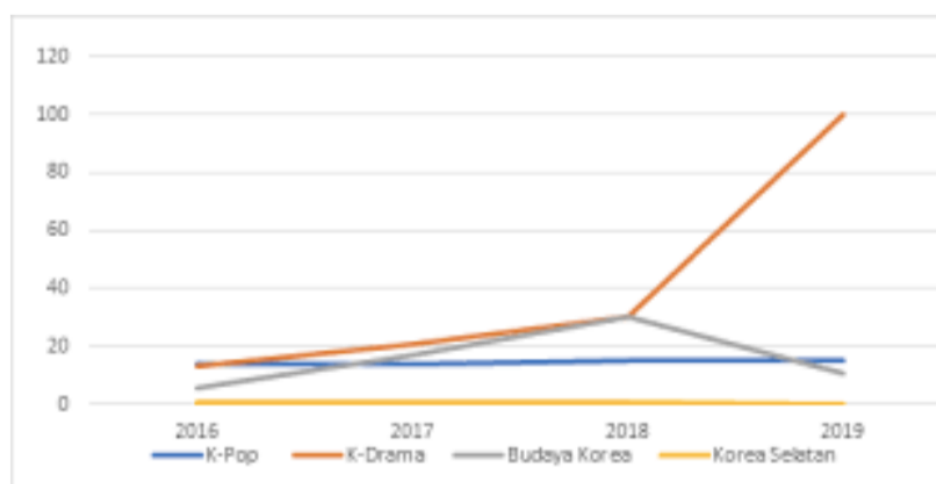

Figure 1. Total Korean Culture in Indonesia
Source : e-journal unair (2019)

In Figure 1., it can be seen that the influence of K-drama kept on increasing each year, with a huge increase in 2018-2019. The Korea Tourism Organization or KTO uses the popularity of K-drama to create a tourism destination, for an example turning the shooting location of a K-drama titled 'Endless Love : Winter Sonata' as a tourism destination.

Hallyu (Korean Wave) is a wave that bring in the production of culture and intermezzo from South Korea universally to different countries in this world (Ariffin, 2013). In other words, Hallyu is South Korea's cultural product. This cultural product is published through k-drama, film and k-pop. The tourist interest regarding hallyu has a significant effect towards its destination image. Culture also has an important role in affecting a tourist's intention to visit to a destination.

According to Aviolitasona (2017) interest is the wants which motivate someone to conduct a behavior. While according to Kurniasari (2019) intention to visit is the want of an individual to come to a recreation object. While destination image can be defined as the whole impression regarding a destination which were created from data or previous facts regarding that destination (Ardiani and Murwatiningsih, 2017)

Several research has been done by different researchers regarding the relationship between culture, destination image and intention to visit, such as research from Wiyana, Adiati and Wiastuti (2018) found that there is a positive and significant effect in the relationship between culture and destination image. While according to Nuraini and Maftukhah (2015) culture didn't have a significant effect towards destination image. Another research regarding the relationship between destination image and intention to visit was done by Ratnawati (2018), which found that there is a positive significant relationship between destination image with intention to visit. Meanwhile, Udiyana, Kepramareni and Erlinawati (2018) showed that there is no significant effect between destination image and intention to visit. Another research from Romiti and Sarti (2016) proved that there is a positive significant effect between culture and intention to visit. While on the contrary, Setiawina and Yuliarmi (2018) mentioned that there is no significant effect between culture and intention to visit. Based on these previous research, it can be seen that there is still a gap in this research that needs to be filled, therefore this research aims to (1) understand the effect of the Hallyu culture towards South Korea's destination image, (2) understand the effect of the Hallyu culture towards the intention to visit of Surabaya's tourists to South Korea, (3) understand the effect of destination image towards intention to visit of surabaya's tourist to South Korea and (4) to understand the effect of the Hallyu culture towards intention to visit of Surabaya's tourist to South Korea with destination image as its mediating variable.

LITERATURE REVIEW

In this section, we will discuss further regarding the theories used for each variable in this research, which are destination image, hallyu culture and intention to visit. Hallyu or the Korean Wave is a term that is popularize by the chinese media which refer to the korean entertainment industry such as film, serial drama, fashion and pop music (Septyarti, 2011). Hallyu or Korean Wave itself affect not only people's impression of South Korea, but also affect both destination image and intention to visit South Korea.

According to Etchner and Ritchie (2003) destination image itself can be described as perception of potential visitor regarding a destination. Destination image is the belief, attitude and image that someone have when they think about a destination and the perception which is related to the destinatination that they have in mind. According to Astini and Sulistiyowati (2015) destination image naturally point to the impression of a location and someone's impression regarding a certain area. As what had been mentioned above, hallyu wave has an effect towards the destination image of South Korea, this can be seen in the research that was done by Anggriani (2016) which found that hally has a significant effect towards South Korea's destination image and destination country.

Intention to visit can be described as the desire of a tourist to visit a certain destination (Ahn et al., 2013). Another description of intention to visit is someone's intention to visit a tourism destination (Luo and Ye, 2020). Intention to visit itself , particularly intention to visit South Korea is affected by hallyu or Korean Wave. This can be seen from the research by Pramita and Harto (2016) which found that hally has a significant relationship towards intention to visit. The same result is also found in the research by Herliani (2017) which mentioned that Korean Wave has a positive correlation with intention to visit.

Most of the research found regarding the relationship between Hallyu, destination image and intention to visit mentioned that there is a significant relationship between these three variables, but not many research were found which discussed the mediating effect of destination image in the relationship between hallyu and intention to visit. Therefore as what had been mentioned above, this research aimed

to understand the mediating effect of destination image in the relationship between hallyu and intention to visit.

Based on the discussions above, the proposed model for this research is as such :
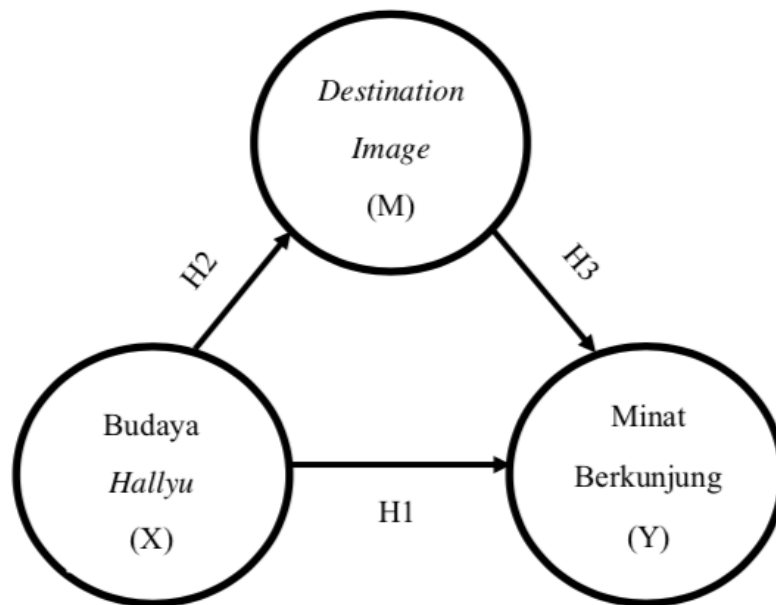

Figure 2. Proposed research model
Source : Self-developed for this research

Based on the research model and the discussions above, this research proposes four hypothesis :

1. Hallyu (X) has an effect towards Intention to Visit (Y)
2. Hallyu (X) has an effect towards Destination Image (M)
3. Destination image (M) has an effect towards Intention to Visit (Y)
4. Destination image (M) has a mediating effect in the relationship between Hallyu (X) and Intention to Visit (Y)

RESEARCH METHODOLOGY

The population for this research are people who know the hallyu culture / Korean Wave culture which resides in Surabaya, Indonesia. This research uses a non-probability sampling method, with purposive sampling as its technique. The sample for this research is surabaya residents that fits this criteria :

1. Between the age of 17 – 64 years old
2. Resides in Surabaya
3. The respondent must be interested and know about the Hallyu culture in a form of k-drama and k-pop

This research uses 100 respondents for its sample, which is determined by using the method from Hair et al. (2010). This research uses primary data that is taken from questionnaire. The questionnaire itself is measured using a 5-point likert scale. The data collected from this questionnaire will then be analyzed using SEM-PLS application and examined using several tests, which are: outer model test, inner model test, hypothesis test and VAF test. The outer model test is used to check the validity and

reliability of the measurements used in this research, it consists of convergent validity test (AVE Score and Loading Factors), discriminant validity test and composite reliability and cronbach alpha. The inner model test is used to test the relationship between variables that are proposed in this research. The hypothesis test is used to test the hypoteses which are proposed in this research and VAF test is used to determine the mediating effect of mediating variable (destination image).

RESEARCH RESULT

The result of this test that was done by using SEM-PLS can be found in this section. The data taken from the questionnaire is analyzed using several test in SEM-PLS such as:

The outer model test

The outer model test is used to check the validty and reliability of the measurements used in this research. The model analysis for this research can be seen in the figure below :
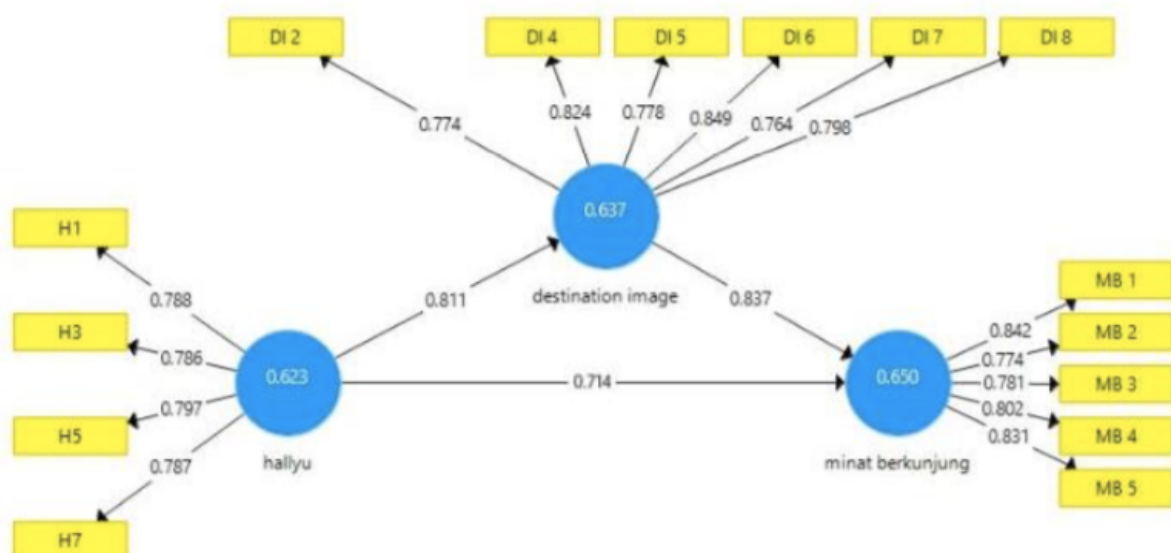

Figure 3. Model Analysis
Source : Self-developed for this research

Convergent validity test

Convergent validity test is done by observing the loading factor score and the AVE Score. An indicator is proven to be good and valid, if the outer loading score is bigger than 0,7 (>0,7) ; and has an AVE score bigger than 0,5 (>0,5). The result of the outer loading score can be seen in the figure 4. below:

Hasil Pengujian			
Indikator	*Hallyu*	*Destination Image*	Minat Berkunjung
X1	0,788		
X2	0,786		
X3	0,797		
X4	0,787		
M1		0,774	
M2		0,824	
M3		0,778	
M4		0,849	
M5		0,764	
M6		0,798	
Y1			0,842
Y2			0,774
Y3			0,781
Y4			0,802
Y5			0,831

Figure 4. Outer Loading Result
Source: Self-developed for this research

Based on Figure 4, it can be seen that the outer loading score is bigger than 0,7 which means all the indicator used in this research are good and valid.

Hasil Pengujian	
Variabel	*AVE*
Hallyu	0,623
Destination Image	0,637
Minat Berkunjung	0,650

Figure 5. AVE Score
Source: Self-developed for this research

From Figure 5, it can be seen that the AVE score for all the indicators are bigger than 0,5. which means all the indicators used in this research are good and valid.

Based on Figure 4 and 5 it can be concluded that all the indicators used in this research has a good convergent validity since they fullfill the requirements of both the AVE score and Outer Loading Score.

Discriminant validity test

The discriminant validity test is done by comparing the score of cross loading and use it as a reference in showing whether the indicator of a construct has a bigger loading factor score compared to the loading factor of other construct. The result of the cross loading test can be seen in the figure below:

Hasil Pengujian			
Indikator	*Hallyu*	*Destination Image*	Minat Berkunjung
X1	0,788	0,627	0.516
X2	0,786	0,645	0,633
X3	0,797	0,636	0,581
X4	0,787	0,653	0,518
M1	0,716	0,774	0,654
M2	0,666	0,824	0,723
M3	0,610	0,778	0,655
M4	0,698	0,849	0,773
M5	0,603	0,764	0,596
M6	0,582	0,798	0,729
Y1	0,573	0,725	0,842
Y2	0,550	0,639	0,774
Y3	0,596	0,698	0,781
Y4	0,535	0,622	0,802
Y5	0,617	0,785	0,831

Figure 6. Cross Loading Result
Source: Self-developed for this research

Based on Figure 6, it can be seen that the cross loading for each variables is bigger in comparison to the cross loading of other variables. Therefore it can be concluded that all the indicators have a good discriminant validity and are valid.

Composite reliability and Cronbach's Alpha

Hasil Pengujian		
Variabel	*Composite Reliability*	*Cronbach's Alpha*
Hallyu	0,869	0,799
Destination Image	0,913	0,886
Minat Berkunjung	0,903	0,866

Figure 7. Composite Reliability and Cronbach's Alpha Result
Source: Self-developed for this research

Based on Figure 7, it can be seen that each variables has a cronbach's alpha which is bigger than 0,6 and composite reliability score which is bigger than 0,7. Therefore it can be concluded that the indicators used in all the variables are reliable.

Inner Model Test

The inner model test uses the R^2 score to describe the intervening variable and dependent variable. The bigger the R^2 score means the bigger the effect of independent variable towards dependent variable. The result of the R-square score can be seen in the figure below :

Hasil Pengujian	
Variabel	$R - Square$
Destination Image (M)	0,658
Minat Berkunjung (Y)	0,749

Figure 8. R-square result
Source : Self-developed for this research

Based on Figure 8, it can be seen that hallyu as the independent variable can describe te destination image construct for 65,8%, meanwhile the variability of intention to visit construct is 74,9%. Based on this it can be argued that the R-square for this research can be categorised as strong and moderate.

Hypothesis Test

The hypothesis test is done by observing the t-statistic and probability score. In order to be categorised as signfiicant, the p score has to be lower than 0,05 or P<0.05. The result of the hypothesis test can be seen in the figure below :

Path Coefficient					
Variable	Original Sample	Sample Mean	Standard Deviation	T-Statistic	P Value
X → Y	0,714	0,717	0,039	18,495	0,000
X → M	0,811	0,814	0,030	26,657	0,000
M → Y	0,837	0,836	0,074	11,385	0,000

Figure 9. Path Coefficient
Source : Self-developed for this research

Based on Figure 9, it can be seen that the P value for hallyu towards intention to visit is 0,000 which is smaller than 0,05, therefore it can be concluded that the first hypothesis "Hallyu (X) has an effect towards Intention to Visit (Y)" is accepted. From the figure above, it can also be seen that the P value for hallyu towards destination image is 0,000 which is smaller than 0,05, therefore it can be concluded that the second hypotheses "Hallyu (X) has an effect towards Destination Image (M)" is accepted. Lastly, it can be seen that the P value for destination image towards intention to visit is 0,000 which is smaller than 0,05, therefore it can be concluded that the third hypotheses "Destination image (M) has an effect towards Intention to Visit (Y)" is accepted.

This result goes in accordance with research result from Anggriani (2016) which mentioned that hallyu has a statistically significant effect towards South Korea's destination image and destination country. The result also goes in accordance with result from Ratnawati (2018) which found that tourism attraction and destination image has a positive significant effect towards intention to visit. And also similar research result was found in research from Pramita and Harto (2016) which mentioned that hallyu has a significant towards intention to visit.

VAF Test

The Variance Accounted For (VAF) can be done by observing the effect or intervening variable correlation between the independent variable and dependent variable. The result of the VAF Score can be seen below :

$$VAF = \frac{26,657 \ x \ 11,385}{18,495 + \ (26,657 \ x \ 11,385)}$$

$$VAF = \frac{303,489}{321,984}$$

$$VAF = 0,942559$$

$$VAF = 94,25\%$$

Based on the VAF score above, it can be seen that Destination image as mediating variable between hally and intention to visit provide a full mediation , because the VAF score is bigger than 80% or VAF >80%.

CONCLUSION

From the discussions above, it can be concluded that hallyu has an effect towards South Korea's destination image, hallyu also has an effect towards intention to visit to South Korea in tourist from Surabaya. Destination image also has an effect towards intention to visit in tourist from Surabaya. As for the mediating effect, destination image as a mediating variable provides a full mediation in the relationship between hallyu and intention to visit South Korea in tourist from Surabaya. From this research it can be suggested that the tourism industry in Indonesia can apply the hallyu concept (such as using filming location of various drama, sinetron or film) to improve the local destination in Indonesia. Future research should also add other variables such as country image, in order to provide a more in depth discussions regarding the effect of hallyu, destination image and intention to visit to South Korea.

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