

INTISARI

Penyebaran budaya pop Korea Selatan melalui berbagai media membuat makanan Korea juga dikenal luas di berbagai negara. Hal ini menyebabkan kemunculan banyak restoran Korea, termasuk di Indonesia. Di Yogyakarta, persaingan bisnis yang kompetitif mendorong bisnis restoran Korea untuk mampu menyadari kepuasan dan loyalitas konsumen untuk mempertahankan aktivitas bisnisnya. Untuk itu penelitian ini bertujuan untuk mengidentifikasi kebutuhan konsumen restoran Korea dan menguji pengaruh *consumer value* dan *knowledge* terhadap kepuasan dan loyalitas konsumen. Responden penelitian pada identifikasi kebutuhan konsumen berjumlah 100 orang, sedangkan pada pengujian pengaruh *consumer value* dan *knowledge* terhadap kepuasan dan loyalitas berjumlah 331 orang. Analisis data dilakukan dengan menggunakan analisis deskriptif, model Kano, dan SEM. Berdasarkan penelitian, atribut bauran pemasaran yang dibutuhkan oleh konsumen adalah *product* (rasa enak), *people* (penampilan pegawai bersih dan rapi), *physical evidence* (area makan bersih), dan *process* (pelayanan tepat waktu). Selain itu, *consumer value* dan *knowledge* ditemukan berpengaruh positif signifikan terhadap kepuasan dan loyalitas konsumen, dengan pengaruh *utilitarian value* lebih besar dari *hedonic value*. Kepuasan mampu dijelaskan sebesar 60,2%, sedangkan loyalitas mampu dijelaskan sebesar 61,8%.

Kata kunci: *consumer knowledge*, kepuasan, loyalitas, *value*

ABSTRACT

The spread of South Korean pop culture through various media has made Korean food widely known in various countries. This led to the emergence of many Korean restaurants, including in Indonesia. In Yogyakarta, the competitive business competition encourages Korean restaurant businesses to be able to realize customer satisfaction and loyalty to maintain their business activities. For this reason, this study aims to identify the needs of Korean restaurant consumers and examine the effect of consumer value and knowledge on customer satisfaction and loyalty. Respondents in the research on identifying consumer needs amounted to 100 people, while in testing the effect of consumer value and knowledge on satisfaction and loyalty, there were 331 people. Data analysis was performed using descriptive analysis, the Kano model, and SEM. Based on research, the attributes of the marketing mix needed by consumers were product (good taste), people (clean and tidy employee appearance), physical evidence (clean eating area), and process (timely service). In addition, consumer values and knowledge were found to have a significant positive effect on customer satisfaction and loyalty, with the influence of utilitarian values being greater than hedonic values. Satisfaction can be explained by 60.2%, while loyalty can be explained by 61.8%.

Keywords: consumer knowledge, satisfaction, loyalty, value