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THE INFLUENCE *OF LIFESTYLE, KOREAN WAVE, BRAND IMAGE* ON MERCHANDISE PURCHASE DECISIONS AT KWANGYA *CAFÉ*
(CASE STUDY: LOTTE SHOPPING AVENUE, SOUTH JAKARTA)

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Abstract

The Korean Wave (*Hallyu*) has significantly transformed consumer behavior among Indonesia's younger generation, particularly in the context of popular culture-based tourism. While prior studies have examined lifestyle, Korean Wave exposure, and brand image as separate constructs, no study has holistically investigated their combined influence on merchandise purchase decisions at official Korean-branded café experiences in Indonesia representing a clear research gap that this study addresses.

This study examines the individual and simultaneous effects of lifestyle (X1), Korean Wave (X2), and brand image (X3) on merchandise purchase decisions (Y) at Kwangya Café, Lotte Shopping Avenue, South Jakarta the first SM Entertainment flagship store outside South Korea. A quantitative approach was employed using purposive sampling of 110 respondents. Data were collected via a structured Likert-scale questionnaire and analyzed using multiple linear regression in SPSS version 26.

Results show that all three variables significantly influence purchase decisions: lifestyle ($\beta = 0.199$; $p = 0.010$), Korean Wave ($\beta = 0.361$; $p < 0.001$), and brand image ($\beta = 0.381$; $p < 0.001$), with brand image as the strongest predictor. Collectively, the model explains 81.8% of variance in purchase decisions (Adjusted $R^2 = 0.818$).

Theoretically, this study extends symbolic consumption and brand equity frameworks to the Korean Wave-based tourism merchandising context. Practically, the findings offer strategic guidance for café operators, cultural tourism actors, and policymakers seeking to leverage K-Pop fan identity and brand experience as drivers of merchandise consumption

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INTRODUCTION

The rapid diffusion of the Korean Wave (Hallyu) has fundamentally reshaped consumer behavior among younger generations across Asia, including Indonesia. Beyond its cultural dimensions, the Korean Wave now functions as a significant economic driver, directly influencing lifestyle patterns, brand perception, and purchasing decisions — particularly within the food and beverage (F&B) and popular culture-based tourism sectors (Ningsih et al., 2022; Restha & Hidayat, 2024).

Consumer behavior scholars have increasingly recognized that purchasing decisions are not purely rational but are shaped by a convergence of psychological, social, and cultural forces (Schiffman & Wisenblit, 2019). In the context of K-Pop fandom, three variables have emerged as particularly relevant: lifestyle, which reflects how fans express identity through consumption activity (Fahirra & Andjarwati, 2022); Korean Wave exposure, which cultivates emotional attachment to Korean cultural products (Kurniadi et al., 2025); and brand image, which determines perceived value and purchase intent (Keller & Swaminathan, 2019). These constructs are grounded in established theoretical frameworks — namely symbolic consumption theory, which explains how products are purchased as markers of identity and community belonging (Sapitri et al., 2025), and brand equity theory, which highlights how strong brand associations drive consumer preference and loyalty (Keller & Swaminathan, 2019).

Despite growing scholarly interest, existing studies examine these variables largely in isolation. Fahirra & Andjarwati (2022) focused on lifestyle and Korean Wave but excluded brand image. Ningsih et al. (2022) examined brand image and Korean Wave but did not account for lifestyle as a mediating variable. Restha & Hidayat (2024) incorporated brand image into their framework but relied on a broad, non-location-specific population, limiting contextual applicability. Critically, no study has holistically examined the combined influence of lifestyle, Korean Wave, and brand image on merchandise purchase decisions within an official Korean-branded cultural café setting — a growing but underexplored segment of Indonesia's popular culture-based tourism industry.

Kwangya Café (KWANGYA@JAKARTA), the first SM Entertainment flagship store outside South Korea, offers a unique research context. As an integrated space combining café, official K-Pop merchandise retail, and immersive fan experiences, Kwangya Café represents a convergence of cultural tourism and branded consumption that has not been systematically studied. This study therefore aims to: (1) examine the individual effects of lifestyle, Korean Wave, and brand image on merchandise purchase decisions at Kwangya Café; and (2) assess their combined explanatory power. The findings are intended to advance theoretical understanding of popular culture-driven consumer behavior and offer strategic, evidence-based guidance for culture-based tourism and F&B practitioners in Indonesia.

METHODS

This study employs a causal quantitative research design to systematically investigate cause-and-effect relationships between variables through a structured survey instrument (Sugiyono, 2022). The research examines the effects of lifestyle (X1), Korean Wave (X2), and

brand image (X3) on merchandise purchase decisions (Y) at Kwangya Café, Lotte Shopping Avenue, South Jakarta. Data collection and analysis were conducted between December 2024 and December 2025.

The study population comprised young visitors to Kwangya Café Jakarta. Based on operational data provided by the venue management, visitor traffic ranges from approximately 1,000 to 3,000 individuals per day depending on the day of visit, with higher volumes recorded on weekends and during SM Entertainment promotional events. Purposive sampling was applied with three inclusion criteria: (1) participants fall within the youth demographic (Gen Z and Millennials, aged 17–35); (2) they have purchased or intend to purchase K-Pop merchandise at Kwangya Café; and (3) they express an active interest in Korean culture. The minimum sample size was calculated using the Slovin formula with a **5%** margin of error, yielding a minimum of 286 respondents from a population of 1,000 — however, given the focused and purposive nature of the sample frame, 110 respondents were recruited and deemed sufficient for the multiple linear regression model employed (Firdiyana & Misidawati, 2024). All respondents provided voluntary informed consent prior to participation, and their personal data were treated with strict confidentiality throughout the research process.

Data Collection

Primary data were gathered through structured questionnaires administered in person at Kwangya Café and through verified K-Pop fan community digital platforms. Secondary data were drawn from relevant academic literature, institutional reports, and peer-reviewed journals. All four variables were measured using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). Lifestyle (X1) was operationalized through three AIO dimensions: Activity, Interest, and Opinion. Korean Wave (X2) was assessed across Understanding, Attitude and Behaviour, and Perception dimensions. Brand Image (X3) was evaluated using Corporate Image, Product Image, and User Image constructs (Keller & Swaminathan, 2019). Purchase Decisions (Y) were measured using six indicators: product type, product form, brand, seller, timing, and payment method (Schiffman & Wisenblit, 2019).

Instrument Testing

Prior to main analysis, all instruments underwent validity testing using Pearson Product Moment correlation (r-table = 0.1874; n = 110; α = 0.05) and reliability testing using Cronbach's Alpha with a minimum threshold of 0.60 (Hair et al., 2019).

Data Analysis

Data were analyzed using SPSS version 26 through the following sequential procedures: (1) descriptive statistics to summarize response distributions; (2) classical assumption tests, including normality (Kolmogorov-Smirnov), multicollinearity (Tolerance and VIF), autocorrelation (Durbin-Watson), and heteroscedasticity using the Glejser test a standard SPSS-compatible procedure in which residuals are regressed against predicted values to detect non-constant error variance (Ghozali, 2021); and (3) multiple linear regression using the corrected formula:

$$Y=a+b_1X_1+b_2X_2+b_3X_3+e$$

Where Y = Purchase Decision, X1 = Lifestyle, X2 = Korean Wave, X3 = Brand Image, a = constant, b_1–b_3 = regression coefficients, and e = error term. Hypotheses were assessed using the t-test (partial effects), F-test (simultaneous effects), and Adjusted R^2 to determine the proportion of variance explained by the model (Ghozali, 2021).

RESULTS AND DISCUSSION

Research Results

Overview of Kwangya Café, South Jakarta

Kwangya Café, officially known as KWANGYA@JAKARTA, is the first official flagship store of SM Entertainment outside South Korea and the second in the world after Seoul. Located on the Ground Floor of Lotte Shopping Avenue, Jl. Prof. DR. Satrio No. 3–5, Karet Kuningan, South Jakarta, the venue opened officially on December 3, 2022. Kwangya combines a café setting, official merchandise retail, a photobox zone, and K-Pop entertainment screens in a single integrated space, making it a landmark destination for Korean Wave enthusiasts in Indonesia. Operating hours are daily from 10:00 to 22:00 WIB.

Respondent Results

A total of 110 respondents participated in this study, all of whom were visitors to Kwangya Café Jakarta. Their demographic characteristics were examined across five dimensions: gender, K-Pop interest, educational background, occupation, and place of residence. The majority of respondents were female (74.5%), which aligns with the general tendency of women to engage more actively in surveys related to social and cultural themes. An overwhelming 85.5% expressed interest in K-Pop, reflecting the deep reach of the Korean Wave among Indonesia's younger generation (Wardani & Dermawan, 2023). Educationally, 71.8% were current students or recent graduates, highlighting the dominance of educated Gen Z respondents with both cultural awareness and consumer agency. Employees constituted the largest occupational group (37.3%), though students also represented a significant share, demonstrating that emotional motivation to purchase idol merchandise can transcend financial constraints (Amalin et al., 2025). In terms of domicile, 35.5% were from Jakarta, reflecting the strategic and accessible location of Kwangya Café in the city center.

Data Quality Test Results

Validity Test

The Pearson Product Moment technique was used to evaluate validity, and each item was compared to an r-table value of 0.1874 (n = 110, significance level of 5%). An item was considered valid if its computed r-value exceeded this threshold. For the Lifestyle variable (X1), all 12 statements were valid, with correlation values ranging from 0.715 to 0.890. The item with the highest correlation concerned enthusiasm for new merchandise releases at Kwangya (r = 0.890), indicating that the interest dimension most strongly reflects the K-Pop fan lifestyle. For the Korean Wave variable (X2), all 12 items were valid (r = 0.475 to 0.892), with the highest score attributed to a statement about the strong impression left by the experience of purchasing merchandise at Kwangya, emphasizing the centrality of the perception dimension.

For Brand Image (X3), all 12 items were valid (r = 0.665 to 0.809), with the most influential item being the statement about pride in wearing Kwangya merchandise as a reflection of K-Pop fan identity (r = 0.809). For the Purchase Decision variable (Y), all 24 items were valid (r = 0.677 to 0.837), with the highest scores associated with ease of access through Kwangya's sales strategies (r = 0.837) and security of the payment system (r = 0.820), underscoring the importance of accessibility and transactional trust in driving purchase behavior. *Reliability Test Reliability was examined using Cronbach's Alpha, with an acceptable minimum threshold of 0.60 (Prasetia et al., 2022). The table below presents the results for all four variables:*

Table 1. Reliability Test Results

Variable	Number of Items	Cronbach's Alpha	Standardized Alpha	Remarks
Lifestyle (X1)	13	0,779	0,963	Reliable
Korean wave (X2)	13	0,773	0,943	Reliable
Brand Image (X3)	13	0,769	0,935	Reliable
Purchase Decision (Y)	25	0,763	0,973	Reliable

Source: SPSS Processing Data, 2025

All variables surpassed the 0.60 threshold — Lifestyle (0.779), Korean Wave (0.773), Brand Image (0.769), and Purchase Decision (0.763) — confirming that all instruments are reliable and internally consistent (Hair et al., 2019). Furthermore, standardized Cronbach's Alpha values ranged from 0.935 to 0.973, reflecting an exceptionally high level of inter-item consistency (Bougie & Sekaran, 2020), which validates the suitability of these instruments for inferential analysis

Mean Test Analysis

A mean analysis was conducted to describe the central tendency of responses for each variable (Sugiyono, 2019), using a class interval of 0.8 derived from the five-point Likert scale, organized from "very bad" to "excellent" (Ghozali, 2018).

Table 2. Mean Test Analysis

Interval Mean	Lifestyle (X1)	Korean Wave (X2)	Brand Image (X3)	Purchase Decision (Y)
1.00 - 1.80	Very Bad	Very Bad	Very Bad	Very Bad
1.81 - 2.60	Not Good	Not Good	Not Good	Not Good
2.61 - 3.40	Enough	Enough	Enough	Enough
3.41 - 4.20	Good	Good	Good	Good
4.21 - 5.00	Excellent	Excellent	Excellent	Excellent

Source: SPSS Researcher's Processing, 2025

The results show that all variables fall within the "good" to "excellent" range. Brand Image (X3) achieved the highest mean score of 4.272 (excellent), reflecting a strongly positive consumer perception of Kwangya's reputation as SM Entertainment's official store (Keller & Swaminathan, 2019). Purchase Decision (Y) followed with a mean of 4.197, indicating consistently strong purchasing intent. Korean Wave (X2) recorded a mean of 4.114, while

Lifestyle (X1) scored 3.979, both categorized as good, confirming that Korean cultural exposure and fan lifestyle are meaningful contributors to merchandise purchasing behavior at Kwangya Café

Multiple Linear Regression Test

Hypothesis T Test

To ascertain each independent variable's partial effect on the dependent variable, the T test is used (). If a variable's significance value (p) is less than 0.05, it is considered to have a significant influence.. The resulting regression equation is: $Y = 0.301 + 0.199X_1 + 0.361X_2 + 0.381X_3$.

Table 3. T Test Results

Models	B	Std. Error	Beta	t	Sig.
(Constant)	0,301	0,227		1,328	0,187
Lifestyle (X1)	0,199	0,075	0,260	2,640	0,010
Korean wave (X2)	0,361	0,093	0,375	3,887	0,000
Brand Image (X3)	0,381	0,087	0,325	4,394	0,000

Source: SPSS Processing Data, 2025

The t-test results confirm that Lifestyle (X1) has a positive and significant effect on purchase decisions (sig. = 0.010, β = 0.199), suggesting that stronger K-Pop fan lifestyles translate into greater purchasing motivation. Korean Wave (X2) also shows a significant positive influence (sig. = 0.000, β = 0.361), reflecting the consistent role of Korean cultural exposure in driving purchase intent (Ningsih et al., 2022). Brand Image (X3) demonstrates the greatest individual impact (β = 0.381, sig. = 0.000), confirming that strong brand perception is the most powerful determinant of merchandise purchases at Kwangya Café (Keller & Swaminathan, 2019).

Hypothesis Test F

The F-test was conducted to assess whether all independent variables together exert a significant collective influence on the dependent variable (Ghozali, 2021). The regression model is considered valid if the F-test significance is below 0.05 and the F-value exceeds the F-table threshold (Keller & Swaminathan, 2019).

Table 4. Hypothesis Test F

Models	Sum of Squares	df	Mean Square	F	Sig.
Regression		3		163,924	0,000
Residual		106			
Total		109			

Source: SPSS Processing Data, 2025

An F-value of 163.924 and a significance of 0.000 ($p < 0.05$) confirm that the null hypothesis is rejected and the regression model is both valid and significant (Keller & Swaminathan, 2019). This means that Lifestyle (X1), Korean Wave (X2), and Brand Image (X3) collectively and positively influence merchandise purchase decisions (Y) at Kwangya Café. These findings indicate that the three variables function synergistically to shape the purchasing behavior of K-Pop fan consumers, and that the model demonstrates robust predictive capability within the Korean popular culture business context.

R^2 Determination Test

The degree to which the independent variables account for the variance in the dependent variable is measured by the coefficient of determination (R^2) test (Ghozali, 2021); values nearer 1 indicate more explanatory power.

Table 5. Determination Test Results R^2

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,907	0,823	0,818	0,27861

Source: SPSS Processing Data, 2025

A very strong correlation between the independent factors and purchasing decisions is shown by an R-value of 0.907 (Ghozali, 2021). Lifestyle, Korean Wave, and Brand Image collectively account for 82.3% of the variation in goods purchase decisions at Kwangya Café, with variables outside of this model accounting for the remaining 17.7%, according to the R^2 value of 0.823. When sample size and variable count are taken into consideration, the model's sustained predictive performance is confirmed by the Adjusted R2 of 0.818 (81.8%), making it a highly dependable framework for comprehending K-Pop fan customer behavior at Kwangya Café.

Discussion

The Influence of Lifestyle on Purchase Decisions

With a regression coefficient of 0.199 and a p-value of 0.010 ($p < 0.05$), the partial test findings support Hypothesis 1 by confirming that lifestyle positively and significantly impacts goods buying decisions at Kwangya Café. This result suggests that purchasing decisions rise by 0.199 units for every unit increase in the Lifestyle variable. According to Stuart et al. (2025), a person's lifestyle is a persistent pattern of behavior that reflects how they interact with their social surroundings, influenced by their interests and viewpoints. In this study, the three AIO (Activity, Interest, Opinion) dimensions of lifestyle proved to be meaningful contributors: fans who regularly attend concerts and fan meetings demonstrate higher consumption drives toward official products; deep affection for idols leads to significant time and financial investment in purchases; and positive perceptions of the authenticity and sentimental value of official merchandise bolster willingness to pay premium prices. Collectively, these dynamics confirm that K-Pop lifestyle drives merchandise consumption as an expression of identity and fandom loyalty (Stuart et al., 2025).

The Influence of the Korean Wave on Purchasing Decisions

With a coefficient of 0.361 and a significance of 0.000 ($p < 0.05$), the partial test findings demonstrate that Korean Wave has a favorable and substantial impact on goods purchase decisions at Kwangya Café, validating Hypothesis 2. These results suggest that as Korean Wave influence deepens among respondents, merchandise purchasing intentions increase, because the products available are not merely physical objects but symbols of emotional connection between fans and SM Entertainment artists. This finding is consistent with Kurniadi et al. (2025), who explain that Korean Wave shapes purchasing behavior through the interrelated dimensions of Understanding, Attitude and Behaviour, and Perception. A well-developed understanding of Korean culture, a favorable disposition toward its products, and the perception of Korean Wave as an engaging and aspirational trend collectively motivate consumers to select and purchase official merchandise. Korean Wave thus serves as a cultural-emotional bridge that sustains consistent repeat purchasing behavior (Kurniadi et al., 2025).

The Influence of Brand Image on Purchase Decisions

With a coefficient of 0.381 and a significance of 0.000 ($p < 0.05$), the partial test confirms that Brand Image has the greatest effect of all the variables, supporting Hypothesis 3. These results indicate that the more favorable consumers' perceptions of Kwangya Café's brand image, the stronger their inclination to purchase merchandise. This aligns with findings reported by Kurniadi et al. (2025), who argue that brand image shaped through direct experience, marketing communication, and peer input directly influences purchase decisions. Three key dimensions Corporate Image, Product Image, and User Image all play significant roles: SM Entertainment's prestige as a globally recognized entertainment company generates a high level of consumer trust, leading to a perception that Kwangya's merchandise holds greater value than unofficial alternatives. Furthermore, a strong brand image reinforces brand recall and fosters loyalty, making Kwangya Café's brand standing the most decisive factor in driving merchandise purchasing decisions (Kurniadi et al., 2025).

The Simultaneous Influence of Lifestyle, Korean Wave, and Brand Image on Purchase Decisions

With an F-value of 163.924, significance of 0.000 ($p < 0.05$), and an Adjusted R^2 of 0.818, the simultaneous F-test supports Hypothesis 4 by confirming that Lifestyle (X1), Korean Wave (X2), and Brand Image (X3) together have a positive and significant effect on merchandise purchase decisions at Kwangya Café.. These results affirm that purchasing decisions are not driven by any single factor but rather emerge from the synergistic interplay of fan lifestyle, Korean cultural influence, and strong brand perception, consistent with Heldayaningsih & Hardew's (2024) conceptualization of decision-making as the product of simultaneous cognitive, emotional, social, and situational forces. This synergy is particularly coherent in the context of Kwangya Café, as respondents who carry a strong K-Pop lifestyle, are intensively exposed to Korean Wave content through social media, and hold a positive view of Kwangya's brand identity as SM Entertainment's official store, exhibit a far greater propensity to purchase than those influenced by only one variable. This dynamic is especially pronounced among the

predominantly female Gen Z and Millennial respondents, who most actively express their identities through K-Pop merchandise consumption.

CONCLUSION

This study demonstrates that merchandise purchase decisions among K-Pop fans at Kwangya Café are not driven by a single factor, but emerge from the synergistic convergence of lifestyle orientation, Korean Wave cultural exposure, and brand image perception. Rather than treating these as isolated predictors, the findings reveal a coherent consumer profile: young Indonesian fans who have internalized Korean cultural values into their daily lifestyle, who are deeply embedded in the Korean Wave ecosystem through media and community engagement, and who perceive Kwangya's brand as SM Entertainment's official store as a marker of authenticity and prestige, are significantly more motivated to purchase merchandise than those influenced by only one variable.

From a theoretical standpoint, this study makes three contributions. First, it extends symbolic consumption theory to the Korean Wave-based tourism merchandising context, demonstrating that merchandise purchases at Kwangya Café function not merely as transactions but as acts of identity expression and fandom community belonging. Second, it reinforces brand equity theory (Keller & Swaminathan, 2019) by confirming that corporate legitimacy in this case, SM Entertainment's global reputation translates directly into consumer purchase intent at the retail experience level. Third, the study contributes to the emerging literature on popular culture-based tourism consumption by providing empirical evidence that cultural immersion and brand experience jointly shape purchasing behavior in ways that traditional retail models do not fully capture.

From a practical standpoint, three strategic directions are recommended. For Kwangya Café and similar K-Pop themed venues, strengthening brand image should be the primary marketing priority specifically through exclusive artist collaborations, limited-edition merchandise drops, and immersive fan experiences that reinforce SM Entertainment's brand legitimacy and scarcity value. For experiential marketing, operators should invest in fandom engagement activations such as fan sign events, photocard collection systems, and community-based loyalty programs that deepen lifestyle integration and repeat visit motivation. For digital branding, leveraging K-Pop fan communities on platforms such as Instagram, TikTok, and Weverse to amplify user-generated content and fan identity narratives can sustain Korean Wave-driven purchase intent beyond physical store visits.

For future research, several directions are recommended. Methodologically, adopting Structural Equation Modeling (SEM) would allow simultaneous testing of direct and indirect effects, including potential mediating roles of brand loyalty or emotional attachment. A mixed-method design incorporating qualitative fan interviews would enrich understanding of the psychological mechanisms underlying merchandise consumption. Comparative studies across different K-Pop brand cafés or across cities with high Hallyu penetration such as Surabaya, Bandung, or Medan would broaden the generalizability of these findings. Longitudinally, tracking how Korean Wave exposure and lifestyle shifts affect purchasing behavior over time would provide a more dynamic understanding of this rapidly evolving consumer segment

Suggestions

Based on the findings, several policy and practical recommendations are proposed. For Kwangya Café management and culture-based tourism industry actors, prioritizing brand image through consistent product authenticity, exclusive collaborations with SM Entertainment artists, and enhanced immersive customer experiences should form the cornerstone of marketing strategy, given that brand image is the most influential driver of purchase decisions. The Jakarta Tourism Office is encouraged to incorporate Korean Wave-based cultural tourism into the development framework for the capital's shopping tourism destinations, acknowledging the contribution of the Korean-themed F&B sector to regional revenue. Additionally, facilitating strategic partnerships between Korean brands and local businesses through business incentive policies would broaden Indonesia's popular culture-based creative industry ecosystem and create opportunities for domestic products to compete in the fast-growing merchandise market

Research Limitations

In order to inform future research, it is important to recognize the limitations of this study. First, the sampling was limited to 100 respondents at Kwangya Café South Jakarta, which limited the findings' applicability to Indonesia's larger K-Pop fan base. Second, only three independent variables were examined, whereas merchandise purchasing decisions may also be shaped by factors such as social media influence, peer pressure, price affordability, and celebrity endorsements. Third, a cross-sectional design precludes the capture of behavioral shifts over time. Future research should therefore broaden the geographic scope of the sample, incorporate relevant mediating or moderating variables such as brand loyalty or emotional attachment, and adopt a longitudinal approach to generate a more comprehensive and dynamic understanding of consumer behavior within Indonesia's popular culture-based tourism industry

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