
| RESEARCH ARTICLE

The Impact of Brand Equity of Korean Barbeque Restaurants on Purchase Decision among Generation-Z in Metro Manila

Rogemar C. Caldito¹ ✉ Daniel Kyle S. Candano² and Kim Beatrice A. Diaz³

^{1,2,3}College of Commerce and Business Administration; University of Santo Tomas; Manila, Philippines

Corresponding Author: Rogemar C. Caldito, **E-mail:** rogemar.caldito.comm@ust.edu.ph

| ABSTRACT

Brand equity is crucial in boosting the success of a company or any organization. This study aims to look at how the brand equity of Samgyupsal restaurants affects purchasing decisions among generation Z in Metro Manila. The study was conducted due to the fact that the Korean BBQ industry has been growing and has taken over the Philippine Market. Furthermore, to evaluate what are the underlying reasons that influence customers to willfully buy a certain brand over the other. The study adopted a quantitative type of research and consisted of 200 respondents coming from Metro Manila. A random sampling technique was utilized in choosing the respondents, and a survey questionnaire was used as the instrument. Before administering the survey, a pilot test was conducted to test the instrument's validity and reliability, which returned an alpha value of 0.817. Structural Equation Modelling was utilized to establish the statistical significance of the variables. With the topic being centred around Korean BBQ restaurants and various factors related to purchasing decisions, the research will be of great significance to Korean restaurant operators, marketers, and future researchers. The study findings indicate that Brand equity, perceived quality, and customer satisfaction have a considerable impact on Generation-Z purchasing decisions in Metro Manila. As a result of the study's findings, the researchers have made the following recommendations: (1) Identify their gaps to deliver quality goods and services. (2) Strengthening their competitive analysis. A strong brand is one that can adapt to changing market conditions. (3) In order to succeed, Korean barbeque restaurants must understand the market and its role within it. (4) and lastly, To determine whether or not their customers are satisfied, Korean barbecue restaurants should pay closer attention to their customers' feedback and suggestions.

| KEYWORDS

Brand Equity, Samgyupsal Restaurants, Purchase Decision, Generation Z, Structural Equation Modelling

| ARTICLE DOI: [10.32996/jbms.2022.4.1.14](https://doi.org/10.32996/jbms.2022.4.1.14)

1. Introduction

Korean barbeque is often offered at restaurants, despite the fact that it is so easy to produce that it can be made at home by the majority of consumers. The grill in the middle of the table is the centrepiece of every Korean barbecue restaurant, and it is where consumers will prepare their own meat as well as other delicacies and side dishes. Customers may order whatever kind of meat they like; the most popular forms of Korean barbecue, for example, include pork belly, marinated beef, and short ribs, among other things. The raw meat and side dishes are brought out when everyone is eating, and someone begins cooking the meat on the table grill. Generation Z is now enjoying Korean barbeque, which is available in endless proportions and really satisfies their appetites. For quick-service restaurants, strong brand equity is positively connected with revenue. As Korean barbecue restaurants provide quick service, they may leverage this by developing innovative concepts to grow their restaurant. Additionally, perceived quality may be impacted while developing innovative ideas since it might change the consumer's perception of the restaurant. When starting a restaurant, customer satisfaction is crucial since it impacts the reputation and popularity of the establishment being managed. Additionally, customers may recommend the business to others who are interested in trying other dishes, which may be beneficial. The research focused on customers' purchase decisions, as they will aid Korean barbecue restaurant owners develop and getting more consumer attention. This study will give insight into how these three variables might impact customers'

buying decisions and also assist restaurant owners in developing new tactics that benefit both the consumer and the restaurant owner.

2. Methodology

The study employed a quantitative method due to the fact that the researchers statistically evaluated and compared the responses of the respondents. The participants of the research are the consumers of Korean barbeque restaurants who are residing in Metro Manila. The survey was distributed to various online platforms like Facebook, Instagram, and Twitter through the use of Google Forms. Before administering the survey, a pilot test was conducted to test the instrument's validity and reliability, which returned an alpha value of 0.817. The sample size needed to conduct the study is 200 participants who were computed using G power analysis. To qualify for the research, participants must be; aged 18-24 years old and should have eaten at a Korean barbeque restaurant in the last 6 months. The instrument consisted of 5 parts. The first part consists of screening questions that will gather the respondent's profile, age, and understanding of Korean barbecue restaurants. The second until the last part of the questionnaire will consist of Likert-type questions about the respondent's impression on brand equity, customer satisfaction, perceived quality, and purchase decision. The researchers used a 4 point Likert scale in the survey questionnaire because it makes it simple to operationalize personality traits or perceptions. Structural Equation Modelling was utilized to establish the statistical significance of the variables.

The research model applied for this study is shown in Figure 1.



Strong brand equity is critical in today's competitive market since consumers are constantly on the lookout for well-known brands' products and services. In order to maintain and improve brand equity, perceived quality, and customer satisfaction, restaurants are faced with many problems. Brand equity is the amount of power a brand name has in the minds of people and the value of having a brand that is easily recognizable and well-remembered. Organizations build brand equity by providing good experiences that persuade customers to continue buying from them rather than competitors that provide comparable items. This is accomplished through the creation of awareness through ads that appeal to the values of the target customer, the fulfilment of promises and qualifications when consumers use the product, and loyalty and retention activities. A rise in brand awareness and customer satisfaction will enhance the company's overall image. Marketing is based on the customer's satisfaction. Customer satisfaction is an indication of how well items are delivered to customers. Getting high-quality products at reasonable prices makes the buyer happier. This develops brand loyalty by enhancing the consumer experience and increasing customer satisfaction. As a whole, all of these factors work together to increase consumer purchase intentions.

As stated, the researchers' goal for this study is to determine if the brand equity of Korean BBQ restaurants has an impact on the purchase decision of Filipino Generation Z consumers through perceived quality and customer satisfaction. The concept establishes the relationship between brand equity, perceived quality, customer satisfaction, and purchase decision. This paper's main emphasis is covered by these measures. The independent variables in this study, including brand equity, perceived quality, and customer satisfaction, will be used to determine if they affect the dependent variable, which is purchase decision. In order to have a better understanding of what is expected to find out in this research, a conceptual framework is illustrated above, which aims to test the following hypotheses below:

1. There is no significant level of effect between brand equity and perceived quality.
2. There is no significant level of effect between perceived quality and purchase decision.

3. There is no significant level of effect between brand equity and customer satisfaction.
4. There is no significant level of effect between customer satisfaction and purchase decision.
5. There is no significant level of effect between brand equity and purchase decision.

3. Results and Discussion

The findings of this study are shown in tables (1 and 2). According to Table 1, the respondents in this study were only from the generation-z segment who frequent Korean barbecue restaurants in Metro Manila. Respondents who did not fit into these categories were disqualified from the research.

Table 1: Demographic Profile of Respondents (n=200)

	Category	Frequency	Percentage
Age	18-24	200	100%
Residence	Metro Manila	200	100%
Have eaten at a K-BBQ restaurant in the past 6 months	Yes	200	100%

Table 2: Convergent validity and reliability results among the 4 variables in the impact of brand equity to purchase decisions in Generation-Z

Constructs	Items	Loadings	p	Average Variance Extracted	Composite Reliability	Convergent Validity	Reliability Interpretation
Brand Equity	1	0.795	<.001	0.591	0.853	Yes	Yes
	2	0.773	<.001				
	3	0.745	<.001				
	4	0.761	<.001				
Customer Satisfaction	1	0.856	<.001	0.67	0.91	Yes	Yes
	2	0.836	<.001				
	3	0.852	<.001				
	4	0.691	<.001				
	5	0.846	<.001				
Perceived Quality	1	0.89	<.001	0.776	0.912	Yes	Yes
	2	0.85	<.001				

	3	0.901	<.001				
Purchase Decision	1	0.783	<.001	0.617	0.829	Yes	Yes
	2	0.793	<.001				
	3	0.781	<.001				

Table 2 shows the reliability and validity test that was run to ensure the reliability and validity of the questionnaire items. Convergent validity showed loadings being greater than 0.50 and AVE being >0.50. Also, composite reliability showed values greater than or equal to 0.70, which indicates composite reliability and convergent validity were achieved.

Table 3: Discriminant validity results among the 4 variables in the impact of brand equity to purchase decisions in Generation-Z

HTMT ratio				
	Brand Equity	Customer Satisfaction	Perceived Quality	Purchase Decision
Brand Equity				
Customer Satisfaction	0.877			
Perceived Quality	0.762	0.881		
Purchase Decision	0.726	0.7	0.642	

Table 3 shows the divergent validity measures of whether or not respondents can distinguish between brand equity, purchase decision, perceived quality, and customer satisfaction. To be valid, each category should obtain a value of less than 0.90 or better if less than 0.85.

Table 4: Path coefficient results among the 4 variables in the impact of brand equity to purchase decisions in Generation-Z

Direct Path Analysis

Structural Path	Coefficients	SE	p	Interpretation
Brand Equity to Perceived Quality	0.653	0.057	<.001	Reject the null, accept the alternative
Perceived Quality to Purchase Decision	0.161	0.063	<.005	Reject the null, accept the alternative
Brand Equity to Customer Satisfaction	0.748	0.057	<.001	Reject the null, accept the alternative
Customer Satisfaction to Purchase Decision	0.241	0.062	<.001	Reject the null, accept the alternative
Brand Equity to Purchase Decision	0.257	0.059	<.001	Reject the null, accept the alternative

Indirect Path Analysis

Mediation Path	Mediating Variable	Coefficients	SE	p	Interpretation
Brand Equity to Perceived Quality to Purchase Decision	Perceived Quality	0.105	0.061	<.001	Partial Mediation
Brand Equity to Customer Satisfaction to Purchase Decision	Customer Satisfaction	0.181	0.061	<.001	Partial Mediation

The variables - brand equity, perceived quality, customer satisfaction, and purchase decision - were examined using structural equation modelling. It established that it had a significant influence on respondents in the sample group, as demonstrated in Table 2, with a p-value of 0.0001. The respondents demonstrated that brand equity, perceived quality, and customer satisfaction all played a substantial role in forming their purchase intention prior to dining at Korean BBQ restaurants.

5. Conclusion

The study's findings reveal that brand equity, perceived quality, and customer happiness significantly influence Generation-Z purchase decisions in Metro Manila. As a result, brand equity is considered crucial, indicating that Metro Manila's Generation-Z favors a Korean barbecue restaurant with a strong reputation, distinctive offers, and positive customer evaluations. Additionally, it was said that there is a strong correlation between brand equity and perceived quality since brand equity has a substantial influence on perceived quality. Additionally, brand equity has a considerable effect on customer satisfaction. Additionally, it was shown that a high correlation exists between brand equity and purchase decision.

Customer satisfaction is another aspect that drives consumer purchasing decisions; customer satisfaction substantially affects a customer's purchase decision. This strengthens the argument for brand equity by raising consumer perceived quality, indicating that a pleasant environment, an easy-to-find location, a large eating area, reasonable pricing, a reduced price, and promotions all play a part in Generation Z's purchase decision. It is thought that customer happiness plays a role in bridging the gap between brand equity and purchase decision. Even when customer satisfaction is absent, partial mediation means that brand equity significantly influences purchase decisions; yet, this does not negate the importance of customer satisfaction. Additionally, it significantly affects the relationship between the other two variables.

When it comes to presenting their meals, Korean BBQ restaurants usually have the same set-up as one another. Some Korean BBQ restaurants also provide the same type of meat and side dishes as the other establishments. The researchers propose the following recommendations based on the study's results and major findings: (1) Identify their gaps to deliver quality goods and services. It has been stated that customers' perceptions of quality influence their purchasing decisions. It has been stated that customers' perceptions of quality influence their purchasing decisions. Various models have been created to develop product and service quality. One of them is the five gap model developed by Parasuman, Zeithaml and Berry in 1985. Considering the fact that Korean barbecue restaurants are part of the service industry, this model can be of great use to them. The GAP Model is frequently used in the service industry to comprehend the numerous variances that occur during the process of service delivery to potential clients. (2) Strengthening their competitive analysis. A strong brand is one that can adapt to changing market conditions. To develop into such a brand, keep an eye on industry trends and your rivals' activity. A powerful strategy for establishing brand equity is to focus on a niche: As an example, presenting food/products as seen in Korean dramas that include product placement. Korean barbecue restaurants should fill a need that is presently unsatisfied. This demonstrates both fresh thinking and a strong grasp of your customers. Being admired and respected is a sign of a good brand equity position.

(3) In order to succeed, Korean barbecue restaurants must understand the market and its role within it. They should have a consistent brand image, and they must convey this understanding to customers systematically and entertainingly. Their goods and prices are very significant, and they should constantly strive to ensure that their product is competitively priced. Every aspect of their company that comes into touch with clients and prospective customers, from their brand name to their social media activity, must be polished to guarantee that it is highly focused. They should build their brand image and shape their company after that image starting from the beginning. If they operate in the high-end segment of their business, they should present themselves in a refined manner. If the goal of their product or service is to put a smile on people's faces, they should be enjoyable to work with. (4) and lastly, To determine whether or not their customers are satisfied, Korean barbecue restaurants should pay closer attention to their customers' feedback and suggestions. Understanding what their customers need/want is critical to their brand's success. Providing them with the requirements and desires they want may result in customer retention. If Korean barbecue restaurants accomplish this, their brand will be strengthened, and they will see significant development. Additionally, generation-z may have a unique perspective in comparison to previous generations. Future studies might expand on the relevance of this study by

collecting data over a longer period of time and expanding the number of respondents, utilizing the structures indicated in the study. Different statistical data obtained via advanced methodologies may also be used to enhance the research.

Funding: This research received no external funding.

Acknowledgements: The proponents would like to express their appreciation to Mrs. Madel Magsino-Marasigan, Mrs. Caroline Castano, Mr. Emman Paulino, Mr. Real So, and Dr. Giselle Barrion for their assistance. This research was supported by the University of Santo Tomas' Department of Marketing Management.

Conflicts of Interest: The authors declare no conflict of interest.

References

- [1] Anggraini, N. E., Rachma, N & Rizal. (2020). Pengaruh Persepsi Kualitas Dan Citra Merek Terhadap Keputusan Pembelian (*Studi Pada Mahasiswa Fakultas Ekonomi dan bisnis Univ Malang Angkatan 2016-2019 pengguna smartphone Samsung*). e – Jurnal Riset Manajemen Prodi Manajemen Fakultas Ekonomi dan Bisnis Unisma, 09(15), 126-138. <http://riset.unisma.ac.id/index.php/jrm/article/view/8265>
- [2] Abu-Alhajja. (2018). *Determinants of Customer Loyalty: A Review and Future Directions*. Australian Journal of Basic and Applied Sciences. 12. 106-111. DOI:10.22587/ajbas.2018.12.7.17.
- [3] Akgunduz, Y. (2019). *The impact of perceived price justice ...* - researchgate.net. ResearchGate. Retrieved September 29, 2021, from <https://DOI:10.1108/TR-02-2018-0025>.
- [4] Apelbaum. (2003). The effects of expert quality evaluations versus brand name on Price Premiums. *Journal of Product & Brand Management*. Retrieved October 14, 2021, from <https://doi.org/10.1108/10610420310476915>.
- [5] Apuke, O. D. (2017). *Quantitative Research Methods: A Synopsis Approach*. ResearchGate. <http://dx.doi.org/10.12816/0040336>
- [6] Anggita, & Ali. (2017). *The influence of product quality, service quality, and Price on SGM Bunda Milk's purchase decisions (study on pt. Sarihusada Generasi mahardika region Jakarta, South Tangerang District)*. Semantic Scholar. Retrieved October 14, 2021, from <https://DOI:10.21276/sb>.
- [7] Archaya. (2016). *Sampling: Why and How of it?* ResearchGate . <https://DOI:10.7713/ijms.2013.0032>
- [8] Arikunto, S. (2010). *Research Procedure A Practical Approach*. Jakarta: Rineka Copyright 2010. <https://DOI:10.12691/education-5-10-4>
- [9] Asshidin. (2016). *Perceived Quality and Emotional Value that Influence Consumers Purchase Intention towards American and Local Products*. *Procedia Economics and Finance*, 35(0), 639–643. [https://doi:10.1016/S2212-5671\(16\)00078-2](https://doi:10.1016/S2212-5671(16)00078-2)
- [10] Becker, L., & Jaakkola, E. (2020). *Customer experience: fundamental premises and implications for research*. *Journal of the Academy of Marketing Science*, 48(4), 630–648. <https://doi.org/10.1007/s11747-019-00718-x>
- [11] Belás, J., & Gabčová, L. (2016). *The relationship among customer satisfaction, loyalty and financial performance of commercial banks*. *E&M Economics and Management*, 19 (1). [Dx.doi.org/10.15240/tul/001/2016-1-010](https://doi.org/10.15240/tul/001/2016-1-010)
- [12] Benoit. (2017). *Linking service convenience to satisfaction: Dimensions and Key Moderators*. *Journal of Services Marketing*. Retrieved October 13, 2021, from <https://doi.org/10.1108/JSM-10-2016-0353>.
- [13] Bhandari, P. (2021). *An introduction to quantitative research*. Scribbr. <https://www.scribbr.com/methodology/quantitative-research/>
- [14] Brata K. (2017). [PDF] *the influence of quality products, Price, promotion, and location to product purchase decision on Nitchi at pt. Jaya Swarasa Agung in Central Jakarta*: Semantic scholar from <https://DOI:10.21276/sjbms>
- [15] Canny, I. U. (2016). *Measuring the mediating role of dining experience ...* ResearchGate. <https://DOI:10.7763/IJMT.2014.V5.480>
- [16] Chan J (2016). *Exploration of customer complaint behaviour toward Asian full-service restaurants*. *International Journal of Marketing Studies*. Retrieved October 13, 2021, from <https://DOI:10.5539/ijms.v8n2p46>.
- [17] Choi, T. (2014). [International Series on Consumer Science] *Fashion Branding and Consumer Behaviors || How Brand Awareness Relates to Market Outcome, Brand Equity, and the Marketing Mix.* , 10.1007/978-1-4939-0277-4(Chapter 8), 113–132. https://doi:10.1007/978-1-4939-0277-4_8
- [18] Christiana, D. (2018). *THE ANTECEDENTS AND CONSEQUENCES OF BRAND EQUITY IN KOREAN BBQ BUFFET RESTAURANTS*. NFCT. Retrieved October 13, 2021, from <https://DOI:10.1145/2783446.2783605>.
- [19] Datta M. (2017). *How Well Does Consumer-Based Brand Equity Align with Sales-Based Brand Equity and Marketing-Mix Response?* *Journal of Marketing*, 81(3), 1–20. <https://doi.org/10.1509/jm.15.0340>
- [20] Dimiyati & Subagio (2016). *Impact of service quality, Price, and brand on loyalty with the mediation of customer satisfaction on pos Ekspres in East Java*. *Mediterranean Journal of Social Sciences*. Retrieved October 13, 2021, from <https://DOI:10.5901/mjss.2016.v7n4p74>.
- [21] Elfil, M., & Negida, A. (2017). *Sampling methods in clinical research; an Educational Review*. ResearchGate. <https://DOI:10.22037/emergency.v5i1.15215>.
- [22] Fatmawati, N., & Soliha, E. (2017). *Kualitas Produk, Citra Merek dan Persepsi Harga Terhadap Proses Keputusan Pembelian Konsumen Sepeda Motor Matic "Honda."* *Jurnal Manajemen Teori Dan Terapan | Journal of Theory and Applied Management*, 10(1), 1. <https://doi.org/10.20473/jmmt.v10i1.5134>
- [23] Fernandes, T., & Moreira, M. (2019). *Consumer brand engagement, satisfaction and brand loyalty: a comparative study between functional and emotional brand relationships*. *Journal of Product & Brand Management*, 28(2), 274–286. <https://doi.org/10.1108/jpbm-08-2017-1545>
- [24] Fleming, J., & Zegwaard, K. (2017). *Methodologies, methods and ethical considerations for conducting research in work-integrated learning*. *Eric*, 19(3), 205–213. <https://eric.ed.gov/?id=EJ1196755>
- [25] Franzen, G., & Moriarty, S. (2009). *The science and art of branding*. *Choice Reviews Online*, 46(09), 46–5123. <https://doi.org/10.5860/choice.46-5123>
- [26] Goforth, C. (2015). *Using and Interpreting Cronbach's Alpha* | University of Virginia Library Research Data Services + Sciences. Virginia Library. <https://data.library.virginia.edu/using-and-interpreting-cronbachs-alpha/>

- [27] Gusti N. A., Fadillah R. P., Fitriansyah, F., Untung, S., & Syahrifur, M. (2020). HOW DOES BRAND AWARENESS AFFECT PURCHASE INTENTION IN MEDIATION BY PERCEIVED QUALITY AND BRAND LOYALTY? *Journal of Critical Reviews*, 7(02), 103–109. <https://doi.org/10.31838/jcr.07.02.20>
- [28] Ha, J. (2019). *Why do you dine at Korean restaurants? An ethnic food consumption model approach*. Taylor & Francis. <https://doi.org/10.1080/15378020.2019.1581039>.
- [29] Ha, J., & Jang, S. C. (2016). Effects of service quality and food quality: The moderating role of atmospherics in an ethnic restaurant segment. *International Journal of Hospitality Management*. Retrieved October 13, 2021, from doi:10.1016/j.ijhm.2009.12.005.
- [30] Han. (2018). *Impact of functional/cognitive and emotional advertisements on image and repurchase intention*. Taylor & Francis. Retrieved October 15, 2021, from <https://doi.org/10.1080/19368623.2019.1531803>.
- [31] Hanaysha J. (2016). Testing the effects of food quality, price fairness, and physical environment on customer satisfaction in the fast-food restaurant industry. <https://doi.org/10.18488/journal.1006/2016.6.2/1006.2.31.40>.
- [32] HayuPrameswari, R. (2017). *The Effect of Atmospherics on Behavioral Intention at Korean Restaurant In Surabaya*. University of Surabaya repository. Retrieved October 13, 2021, from <https://digilib.ubaya.ac.id/>.
- [33] Huang C.C., Yen S.W., Liu C.Y., Chang T.P. (2014): *The relationship among brand equity, customer satisfaction, and brand resonance to repurchase intention of cultural and creative industries in Taiwan*. *International Journal of Organizational Innovation*, Vol. 6(3), pp. 106-120, <http://asiair.asia.edu.tw/ir/handle/310904400/79878>.
- [34] Hwang T. (2018). Exploration of the successful Glocalization of Ethnic Food: A case of Korean food. *International Journal of Contemporary Hospitality Management*. Retrieved October 13, 2021, from <https://doi.org/10.1108/IJCHM-07-2017-0452>.
- [35] Ingerson, S., & Kim, A. K. (2016). Exploring the value of an ethnic restaurant experience: a consumer perspective towards Korean restaurants. *Tourism Recreation Research*, 41(2), 199–212. <https://doi.org/10.1080/02508281.2016.1151163>
- [36] Iswandi, M., & Ester, S. (2020). Pengaruh Kepercayaan Merek, kesadaran merek dan persepsi kualitas terhadap keputusan pembelian pelanggan di supermarket gelael MT Haryono. *Jurnal GICI*, 20(1), 16-25.
- [37] Jang, S. S., Ha, A., & Silkes, C. A. (2009). Perceived attributes of Asian foods: From the perspective of the American customers. *International Journal of Hospitality Management*, 28(1), 63–70. <https://doi.org/10.1016/j.ijhm.2008.03.007>
- [38] Javed R. (2021). Combined effects of drivers and impact of customer satisfaction on Brand Loyalty: The contingent effect of social trust - Sara Javed, MD. Salamun Rashidin, Mingxia Zhu, Zhexiao Xu, Wang Jian, Siming Zuo, 2021. SAGE Journals. Retrieved September 28, 2021, from <https://doi.org/10.1177/21582440211003566>
- [39] Jeon, J. E. (2017). The impact of the brand concept on brand equity. *Asia Pacific Journal of Innovation and Entrepreneurship*, 11(2), 233–245. <https://doi.org/10.1108/apjie-08-2017-030>
- [40] Jin, N. P., Line, N. D., & Goh, B. (2013). Experiential Value, Relationship Quality, and Customer Loyalty in Full-Service Restaurants: The Moderating Role of Gender. *Journal of Hospitality Marketing & Management*, 22(7), 679–700. <https://doi.org/10.1080/19368623.2013.723799>
- [41] Jin, N. P., Line, N. D., & Merkebu, J. (2015). The Impact of Brand Prestige on Trust, Perceived Risk, Satisfaction, and Loyalty in Upscale Restaurants. *Journal of Hospitality Marketing & Management*, 25(5), 523–546. <https://doi.org/10.1080/19368623.2015.1063469>
- [42] Joven, A. E. (2015). *Hansik and Hallyu: An Analysis of the Filipino Appropriation of Korean Cuisine as a Function of Imagining Korean Culture* | Semantic Scholar. Semantic Scholar. <https://DOI:10.13185/2022>
- [43] Kamins K. (2016). *The process by which product availability triggers a purchase*. ResearchGate. Retrieved October 13, 2021, from <https://DOI:10.1007/s11002-013-9227-4>.
- [44] Kankam-Kwarteng W. (2020). Performance of restaurants: Recognizing competitive intensity and differentiation strategies. *Journal of Tourism, Heritage & Services Marketing*, ISSN 2529-1947,6(3). 25-34.<http://dx.doi.org/10.5281/zenodo.4059386>
- [45] Karunaratna & Kumara, (2018). Determinants of customer loyalty: A literature review. *Journal of Customer Behaviour*, 17(1), 49–73. doi:10.1362/147539218x15333820725128
- [46] Kaura., (2015). Service quality, service convenience, Price and fairness, customer loyalty, and the mediating role of customer satisfaction. *International Journal of Bank Marketing*, 33(4), 404-422. <https://doi.org/10.1108/IJBM-04-2014-004>
- [47] Kayacan, M. (2017). Effect of Price and Brand on Purchase Decision—An Application on Turkish Smartphone Consumers. <http://dx.doi.org/10.36880/C09.01960>
- [48] Keller, K. L. (2016). Reflections on customer-based brand equity: perspectives, progress, and priorities. *AMS Review*, 6(1–2), 1–16. <https://doi.org/10.1007/s13162-016-0078-z>
- [49] Keller, K. L., & Brexendorf, T. O. (2019). Measuring Brand Equity. *Handbuch Markenführung*, 1409–1439. https://doi.org/10.1007/978-3-658-13342-9_72
- [50] Kim M. (2016). Customer responses to food-related attributes in ethnic restaurants. *International Journal of Hospitality Management*. Retrieved October 13, 2021, from <https://doi.org/10.1016/j.ijhm.2016.11.003>.
- [51] Kim M. (2016). Efforts to globalize a National Food: Market segmentation by reasons for ethnic food preferences. *International Journal of Contemporary Hospitality Management*. Retrieved October 13, 2021, from <https://doi.org/10.1108/IJCHM-03-2015-0151>.
- [52] Kim, M. (2005). Quality assessment of Korean restaurant cuisine. *Journal of Foodservice Management Soc Korea*, 8(2), 173-192.
- [53] Kim & Canter, (2016). Contingency variables for customer share of visits to full-service restaurants. *International Journal of Hospitality Management*, 29(1), 136–147. <https://doi.org/10.1016/j.ijhm.2009.07.003>
- [54] Kim, W. G, and Hong-Bumm K (2004). Measuring customer-based restaurant brand equity: investigating the relationship between brand equity and firms' performance. *Cornell Hotel & Restaurant Administration Quarterly*, 45(2) 115+. Gale Academic OneFile, <link.gale.com/apps/doc/A116410184/AONE?u=anon~469d1c70&sid=googleScholar&xid=76426623>. Accessed October 15 2021.
- [55] Ko, J., & Lee, S. (2011). Menu quality and brand image affect customer satisfaction and repurchase intention in family restaurants. *Korean Journal of Culinary Research*, 17(2), 153-167.
- [56] Kuehnl N. (2019). Effective customer journey design: consumers' conception, measurement, and consequences. *Journal of the Academy of Marketing Science*, 47(3), 551–568. <https://doi.org/10.1007/s11747-018-00625-7>

- [57] Kuo, M. P., & Chen, Y. M. (2015). A study on the relationships among body sensory experience, customer satisfaction and customer loyalty-beauty SPA center as an example. *International Journal of Business and Administrative Studies*, 1(2), 61-67. doi:<https://doi.org/10.20469/ijbas.10003-2>
- [58] Kumar, V., & Reinartz, W. (2016). Creating Enduring Customer Value. *Journal of Marketing*, 80(6), 36–68. <https://doi.org/10.1509/jm.15.0414>
- [59] Lassar K. (2018). Customer engagement behaviours: The role of service convenience, fairness and quality. *Journal of Retailing and Consumer Services*. Retrieved October 13, 2021, from <https://doi.org/10.1016/j.jretconser.2018.07.018>.
- [60] Lee, Y.C. (2016). Empirical research on customer satisfaction study: A ... ResearchGate. <https://DOI:10.1186/s40064-016-3208-z>.
- [61] Lemon, K. N., & Verhoef, P. C. (2016). Understanding Customer Experience Throughout the Customer Journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>
- [62] Linh B. (2019). Evaluating the Ability to Achieve Efficiency in Providing Services of the Freight Forwarding Firms in Viet Nam. *International Journal of Supply Chain Management*, 8(6), 146-152. <https://doi:10.13106/jafeb.2020.vol7.no8.345>
- [63] Liu, Y., & Jang, S. S. (2009). Perceptions of Chinese restaurants in the US: what affects customer satisfaction and behavioural intentions?. *International Journal of Hospitality Management*, 28(3), 338-348. <https://www.semanticscholar.org/paper/Causes%2C-Experiences%2C-and-Consequences-of-Ethnic-A-Dohee/77629efcc5f4420262e01f3d2d573d9eda2ca83a>
- [64] Lubis, D. I. D., & Hidayat, R. (2017). Pengaruh Citra Merek dan Harga terhadap Keputusan Pembelian pada Sekolah Tinggi Ilmu Manajemen Sukma Medan. In *Jurnal Ilman*. <https://doi.org/2355-1488>
- [65] Mabkhot M. (2017). The Influence of Brand Image and Brand Personality on Brand Loyalty, Mediating by Brand Trust: An Empirical Study. *Jurnal Pengurusan (UKM Journal of Management)*, [S.L.], v. 50, sep. 2017. ISSN 0127-2713. <https://doi.or/10.17576/pengurusan-2017-50-07>
- [66] McCombes, S. (2019). An introduction to sampling methods. Scribbr. <https://www.scribbr.com/methodology/sampling-methods/>
- [67] Mensah, I & Mensah, R. (2018). Effects of Service Quality and Customer Satisfaction on Repurchase Intention in Restaurants on University of Cape Coast Campus. 4. 27-36. DOI:10.5281/zenodo.1247542.
- [68] Min, K.H. (2016). Selection attributes and satisfaction of ethnic restaurant customers: A case of Korean restaurants in Australia. Taylor & Francis. Retrieved October 13, 2021, from <https://doi.org/10.1080/15980634.2016.1205298>.
- [69] Minta, Y. (2018). The link between satisfaction and customer loyalty in the insurance industry: Moderating effect of trust and commitment. *Journal of Marketing Management*, 6(2), 25–33. <https://doi.org/10.15640/jmm.v6n2a3>
- [70] Mitra, S., & Jenamani, M. (2020). OBIM: A computational model to estimate brand image from online consumer review. *Journal of Business Research*, 114, 213–226. <https://doi.org/10.1016/j.jbusres.2020.04.003>.
- [71] Muda J. (2018). Institutional Fishermen Economic Development Models and Banking Support in the Development of the Innovation System of Fisheries and Marine Area in North Sumatera. *IOP Conference Series: Materials Science and Engineering*. 288. <https://doi:10.1088/1757-899X/288/1/012082>.
- [72] Munari, L. (2017). Customer Satisfaction Management in Italian Banks. *Qualitative Research in Financial Markets*, 5(2), 139-160. Doi 10.1108/QRFM-11-2011-0028
- [73] Muskat V. (2019). Perceived quality, authenticity, and Price in tourists' dining experiences: Testing competing models of satisfaction and behavioural intentions - Birgit Muskat, Tanja Hörtnagl, Girish Prayag, Sarah Wagner, 2019. SAGE Journals. Retrieved October 13, 2021, from <https://doi.org/10.1177/1356766718822675>.
- [74] Namin, A. (2017). Revisiting customers' perception of service quality in fast-food restaurants. ScienceDirect. <https://doi.org/10.1016/j.jretconser.2016.09.008>.
- [75] Nyadzayo & Khajehzadeh (2016). The antecedents of customer loyalty: A moderated mediation model of customer relationship management quality and brand image. *Journal of Retailing and Consumer Services*, 30, 262-270. DOI: 10.1016/j.jretconser.2016.02.002
- [76] Ponbamrungwong, A., & Chandsawang, S. (2009). The impact of brand on Thai female consumers in the purchase decision of foreign makeup product(Dissertation). Retrieved from <http://urn.kb.se/resolve?urn=urn:nbn:se:mdh:diva-6842>
- [77] Quan M. (2020). Spatial and human crowdedness, time pressure, and Chinese traveller word-of-mouth behaviours for Korean restaurants. *International Journal of Hospitality Management*. Retrieved October 13, 2021, from <https://doi.org/10.1016/j.ijhm.2020.102851>.
- [78] Ropodi, Y. (2016). Data mining derived from food analyses using non-invasive/non-destructive analytical techniques; determination of food authenticity, quality & safety in tandem with Computer Science Disciplines. *Trends in Food Science & Technology*. <https://doi.org/10.1016/j.tifs.2016.01.011>.
- [79] Ryu, K., Lee, H., & Gon K, W. (2016). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioural intentions. *International Journal of Contemporary Hospitality Management*, 24(2), 200–223. <https://doi.org/10.1108/09596111211206141>
- [80] Salkind, N. (2010). Frequency Table. *Sage Research Methods*. <http://dx.doi.org/10.4135/9781412961288.n159>
- [81] Sembiring & Prabandari. (2021). Analysis of the impact of Korean Wave on purchase decision making at Patbingsoo Korean Dessert house flavour bliss Tangerang Selatan. *International Journal of Innovative Science and Research Technology*. Retrieved October 13, 2021, from <https://www.ijisrt.com/analysis-of-the-impact-of-korean-wave-on-purchase-decision-making-at-patbingsoo-korean-dessert-house-flavor-bliss-tangerang-selatan>.
- [82] Settle M. (2012). Brand Salience and Brand Differentiation of the Florida Forest Service. *Journal of Applied Communications*, 96(3). <https://doi.org/10.4148/1051-0834.1139>
- [83] Shahid, Z., Hussain, T., & Zafar, F. (2017). The Impact of Brand Awareness on the Consumers' Purchase Intention. *Journal of Accounting & Marketing*, 06(01). <https://doi.org/10.4172/2168-9601.1000223>
- [84] Shekhar W. (2016). Convenience and satisfaction: Mediation of fairness and quality. Taylor & Francis. Retrieved October 13, 2021, from <https://doi.org/10.1080/02642069.2016.1186657>.
- [85] Shim, C. & Jeong, C. (2017). (PDF) the effect of Food Quality on behavioural intention ... ResearchGate. <https://DOI:10.21298/IJTHR.2017.10.31.10.59>.

- [86] Shin, Y. H., & Yu, L. (2020). *The influence of quality of the physical environment, food and service on Customer Trust, customer satisfaction, and loyalty and the moderating effect of gender: An empirical study on foreigners in South Korean restaurants*. *International Journal of Advanced Culture Technology*. Retrieved October 13, 2021, from <https://doi.org/10.17703/IJACT.2020.8.3.172>.
- [87] Styers, K. (2018). *The Bridge of Barbecue: Jeong and Korean Immigration into North Carolina*. <https://doi.org/10.17615/xyve-mb73>
- [88] Sukalakamala, P., & Boyce, J. B. (2007). *Customer perceptions for expectations and acceptance of an authentic dining experience in Thai restaurants*. *Journal of Foodservice*, 18(2), 69–75. <https://www.semanticscholar.org/paper/Causes%2C-Experiences%2C-and-Consequences-of-Ethnic-A-Dohee/77629efcc5f4420262e01f3d2d573d9eda2ca83a>
- [89] Świtłała, M. (2018). *The influence of brand awareness and brand image on brand equity – an empirical study of logistics service providers*. *Journal of Economics & Management*. <https://DOI: 10.22367/jem.2018.33.06>
- [90] Taher S. B. (2019). *Factors Affecting Customer Satisfaction in the Internet Service Industry (Exploratory Study of Internet Service Providers in Erbil - Kurdistan Region)*. *Polytechnic Journal*, 9(1), 50-63. <https://doi.org/10.25156/ptj.v9n1y2019.pp50-63>
- [91] Tuncer U. (2020). *Service quality, perceived value and customer satisfaction on behavioural intention in restaurants: An integrated structural model*. Taylor & Francis. Retrieved October 13, 2021, from <https://doi.org/10.1080/1528008X.2020.1802390>.
- [92] Ulkhaq H. (2016). *Evaluating service quality of Korean restaurants: A fuzzy analytic hierarchy approach*. *Industrial Engineering and Management Systems*. <http://dx.doi.org/10.7232/iems.2016.15.1.077>.
- [93] Vasić S. (2019). *The influence of online shopping determinants on customer satisfaction in the Serbian market*. *Journal of theoretical and applied electronic commerce research*. <http://dx.doi.org/10.4067/S0718-18762019000200107>.
- [94] Visser, P. S. (2000). *Survey research*. In H. T. Reis & C. M. Judd (Eds.), *Handbook of research methods in social and personality psychology* (223–252). <https://doi.org/10.1017/CBO9780511996481>
- [95] Watson. (2015). *Building, measuring, and profiting from customer loyalty*. *Journal of the Academy of Marketing Science*, 43(6), 790–825. DOI: 10.1007/s11747-015-0439-4
- [96] Wilson, N. (2019). *The Impact of Service Quality and Brand Image toward Customer Loyalty in the Indonesian Airlines Industry*. *Jurnal Manajemen Indonesia*, 18(3), 222–234. <https://doi.org/10.25124/jmi.v18i3.1734->
- [97] Yeo G.T. (2015). *An Analysis of Port Service Quality and Customer Satisfaction: The Case of Korean Container Ports*. *Asian Journal of Shipping and Logistics*, 31(4), 437–447. <https://doi.org/10.1016/j.ajsl.2016.01.002>
- [98] Yrjölä, M., Rintamäki, T., Saarijärvi, H., Joensuu, J., & Kulkarni, G. (2019). *A customer value perspective to service experiences in restaurants*. *Journal of Retailing and Consumer Services*, 51, 91–101. <https://doi.org/10.1016/j.jretconser.2019.05.030>
- [99] Zehir, C., Can, E., & Karaboga, T. (2015). *Linking entrepreneurial orientation to firm performance: The role of differentiation strategy and innovation performance*. *Procedia-Social and Behavioral Sciences*, 210, 358–367. doi:<https://doi.org/10.1016/j.sbspro.2015.11.381>
- [100] Zhang, Y. (2015). *The impact of brand image on consumer behaviour: A literature review*. *Open Journal of Business and Management*, 3(1), 58–60. DOI: 10.4236/ojbm.2015.31006
- [101] Zhong, Y., & Moon, H. C. (2020). *What Drives Customer Satisfaction, Loyalty, and Happiness in Fast-Food Restaurants in China? Perceived Price, Service Quality, Food Quality, Physical Environment Quality, and the Moderating Role of Gender*. *Foods*, 9(4), 460. <https://doi.org/10.3390/foods9040460>