

Impact of Korean Wave and Social Media on Chuseyo Coffee Business Performance

Martinus Teguh Kristianto¹, Gytha Nurhana Dhea Praadha Gitama², Suwandi Suwandi^{3*}

Universitas Catur Insan Cendekia, Cirebon, Indonesia^{1,2,3}

martinus.kristianto.mb.19@cic.ac.id¹, martinus.kristianto.mb.19@cic.ac.id², suwandi@cic.ac.id^{3*}



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Abstract

Purpose: The objective of this study is to analyze the influence of the Korean Wave on the business performance of Kopi Chuseyo and to identify the role of social media usage in enhancing business performance.

Methodology/approach: This research was conducted at Kopi Chuseyo Cirebon, a café with a Korean lifestyle concept. Data were collected through an online questionnaire (Google Form) and semi-structured interviews with management to explore marketing strategies and their impact on business performance. SPSS was used for validity, reliability, and regression analysis

Results/findings: The results show the Korean Wave significantly attracts young consumers to Kopi Chuseyo, while Instagram and TikTok effectively boost brand awareness, interaction, and visit frequency.

Conclusion: This research concludes that the Korean Wave and intensive social media use significantly improve Kopi Chuseyo's performance by driving consumer interest, enhancing brand visibility, boosting loyalty, and strengthening its market position in the creative and culinary industries.

Limitations: The study is limited by its single-location sample and reliance on consumer perceptions, which may reduce generalizability and introduce subjectivity.

Contribution: This research contributes to culinary businesses' development of marketing strategies based on cultural trends and social media, and enriches studies in business management, marketing, and the creative economy.

Keywords: *Business Performance, Kopi Chuseyo, Korean Wave, Marketing Strategy, Social Media.*

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1. Introduction

One of the global phenomena in popular culture is the Korean Wave, which includes music, drama, cuisine, and fashion (Rachman and Ariyanti, 2025). The Korean Wave serves not only as entertainment but also influences consumption patterns in various countries, including Indonesia. Many teenagers and students idolize Korean celebrities, watch Korean dramas, and adopt Korean lifestyle trends. This creates significant opportunities for businesses, especially in the culinary sector, to introduce concepts aligned with this popular cultural trend.

One culinary business that has successfully capitalized on this trend is Kopi Chuseyo, a Korean-themed café that brings the ambiance of the land of ginseng. From interior design to beverage menus and marketing strategies, Kopi Chuseyo has built a brand image that resonates with fans of Korean culture. This makes Kopi Chuseyo an interesting example of how the Korean Wave can be integrated into business strategies (Fasha et al. 2024).

Kopi Chuseyo makes intensive use of social media to promote its products and activities. Content infused with Korean nuances, combined with active customer interaction, adds value to building an emotional connection with consumers. The extent to which social media use impacts business performance (Purba & Kusmiyanti, 2024) requires further scientific investigation. The research problem arises when the phenomenon of the Korean Wave and social media is considered the main factor behind business success (Ilhami & Damayanti, 2024), yet there is limited research specifically examining the influence of both on the performance of Korean-themed culinary businesses.

Although many studies have focused on the influence of the Korean Wave on the entertainment and fashion industries and the role of social media in enhancing business performance, studies linking both factors simultaneously in the context of culinary businesses, specifically Korean-themed cafes, are still limited. This creates an important research gap for exploring how the Korean Wave phenomenon and the use of social media can contribute to the performance of culinary businesses such as Kopi Chuseyo. This research emphasizes the novelty of business performance for a themed coffee shop in Indonesia, namely Kopi Chuseyo Cirebon, which adapts Korean culture into its marketing strategy and consumer experience.

Based on the above explanation, the research problem can be formulated as follows:

1. Does the Korean Wave affect Kopi Chuseyo's business performance?
2. Does the use of social media impact the business performance of Kopi Chuseyo?
3. Do the Korean Wave and social media use together influence Kopi Chuseyo's business performance?

2. Literature Review and Hypothesis Development

2.1 The Korean Wave and Its Impact on Business Performance

The Korean Wave has become a soft power force capable of influencing global consumer behavior (Sesa & Hartanto, 2024). In a business context, this phenomenon creates significant opportunities because consumers tend to be attracted to products and services connected to Korean culture (Ranjani, 2024). In Indonesia, the high enthusiasm for Korean culture opens up opportunities for businesses, especially in the creative and culinary industries (Wijaya & Widjaja, 2024), to offer products and services that align with consumers' needs and desires (Suratmi, 2024).

The impact of the Korean Wave on business performance is evident in the increased consumer appeal, customer loyalty, and sales growth. A study by (Azizah & Luthfi, 2025) showed that businesses that incorporate elements of Korean culture into their marketing strategies can create a strong brand image that sets them apart from competitors. Integrating Korean Wave elements into business concepts can enhance their value and expand market segments, particularly among the youth (Khalid, 2024). Thus, the Korean Wave serves not only as a cultural trend but also as a strategic factor that strengthens business performance by increasing demand and consumer loyalty (Liu, 2024).

2.2 The Use of Social Media and Its Impact on Business Performance

Social media has become one of the main tools in modern marketing strategies. According to Wahyuningtyas et al. (2024), companies use this platform to communicate directly with consumers, build relationships, and spread information quickly and widely (Abanan et al., 2024). Platforms such as Instagram, TikTok, and Facebook not only function as communication channels but also serve as tools to provide brand awareness and influence consumer purchasing decisions (Sumarni et al., 2024). The effective use of social media can significantly impact business performance. Wirayanti (2024) showed that companies that actively manage their social media accounts tend to experience increased sales, customer loyalty, and consumer satisfaction.

Engaging visual content, responsive interactions, and consistent digital campaigns can help build a positive company image (Tatasari et al., 2025). This, in turn, impacts business sustainability amid increasingly intense competition (Gupita, 2025). Social media also enables businesses to reach a wider market at a more efficient cost than traditional marketing methods (Ralahallo, 2025). Social media-based marketing strategies can increase promotional efficiency while providing consumer behavior data

that are useful for business decision-making (Maharani, 2025). Therefore, social media usage has become an essential factor contributing directly to business performance improvement, both financially and non-financially (Syarifudin, 2025).

2.3 Business Performance

Business performance can be understood as the results achieved by an organization in carrying out its activities to achieve specific goals (Sharma et al., 2025). According to Hina et al. (2024), business performance includes three main areas: financial, operational, and overall organizational performance. Financial performance (Kaban, 2025) is related to profitability and revenue growth, whereas operational performance is related to process efficiency and the quality of products or services (Abid et al., 2024). This shows that business performance measurement not only focuses on profit but also includes the effectiveness of the strategies implemented (Januario et al., 2025).

As the business environment becomes more dynamic, non-financial factors are increasingly considered in assessing company performance (Musa & Yusuf, 2025). According to Amirrudin et al. (2024), non-financial metrics (Effendi & Siallagan, 2025) such as customer satisfaction, consumer loyalty, and innovation capability are crucial for maintaining long-term competitiveness (Kasenge & Butime, 2025). Therefore, business success can be measured by a company's ability to create value for consumers and maintain long-term relationships with them (Ali & Shabn, 2024). Recent research emphasizes the importance of adaptive strategies as key determinants of improved business performance.

According to Feng and Hui (2023), companies that adapt to market needs and create product innovations are more likely to see increased sales and expanded market share. This aligns with Bhadra et al. (2024) regarding dynamic capabilities. Human resources also play a significant role in influencing business performance (Karneli et al. 2024). Research conducted by Apriliyandi et al. (2024) shows that employee competence, motivation, and engagement have a direct impact on productivity and the achievement of company targets. Therefore, good business performance results from a combination of management strategies, market orientation, innovation, and effective human resource management (Baquero, 2025).

2.4 Previous Research

Table 1. Previous Research

No.	Researcher	Variables	Findings	Relevance to Research Topic
1.	(Islamiah et al., 2024)	Variabel X = Korean Wave Variabel Y = Adolescent Behavior Patterns	The Korean Wave has various impacts, including changes in media consumption behavior, lifestyle, and the emergence of both positive and negative influences from Korean culture itself. This situation can be anticipated through the active roles of society, educators, and parents in providing guidance and support to the younger generation.	The finding indicates the influence of the Korean Wave on lifestyle
2.	(Robbani, 2023)	Variabel X = Korean Wave Variabel Y =	The research shows that the popularity of the Korean Wave from 2020 to 2022 had a positive and significant impact	The Korean Wave influences the growth of the creative industry in Indonesia.

		Creative Industry in Indonesia	on the development of the creative industry in Indonesia, particularly in the culinary, fashion, music, and digital entertainment sectors.	
3.	(Hartanto, 2022)	Variabel X = Social Media Variabel Y = MSMe Performance	The use of social media has a positive impact on the performance of SMEs, covering both financial and non-financial aspects.	Social media has been proven to have an influence on the performance of MSMEs.
4.	(Komariah et al., 2022)	Variabel X = Innovation and Social Media Variabel Y = Performance of Halal Food MSMEs in North Bekasi City	The results of this study show that innovation has no effect on performance, whereas social media has an influence on the performance of halal food SMEs in North Bekasi.	The use of social media has an impact on the performance of halal food SMEs in North Bekasi.
5.	(Lorenza & Hidayah, 2022)	Variabel X = <i>Product Innovation, Market Orientation, and Social Media</i> Variabel Y = <i>Performance of Fashion MSMEs</i>	The findings of this study reveal that product innovation positively and significantly influences the performance of MSME businesses. Likewise, market orientation and the use of social media both have positive and significant impacts on the business performance of MSMEs.	The findings indicate that the use of social media has a positive and significant effect on the performance of MSMEs.

Previous studies have shown that the Korean Wave plays a significant role in shaping consumer preferences, and the use of social media has been proven to increase brand engagement and sales across various business sectors. Most studies have focused on the entertainment and fashion industries; therefore, its contribution to the culinary sector, particularly cafes with Korean cultural concepts, has not been extensively explored. The urgency of this research is seen in critically analyzing how the Korean Wave and social media simultaneously influence the business performance of Kopi Chuseyo, thereby strengthening the understanding of marketing strategies based on popular culture in the creative and culinary industries.

2.5 Hypothesis Development

In this study, hypotheses were developed based on marketing theory, consumer behavior theory, and previous research findings showing that popular culture trends (Korean Wave) and digital marketing strategies through social media have a significant influence on business performance. The Korean Wave, which includes music, dramas, fashion, and lifestyle, creates emotional value and consumer preferences, especially among the younger generation, for choosing products or brands related to Korean culture. This forms the basis for the hypothesis that the Korean Wave positively impacts Kopi Chuseyo's business performance.

2.6 Theoretical Framework

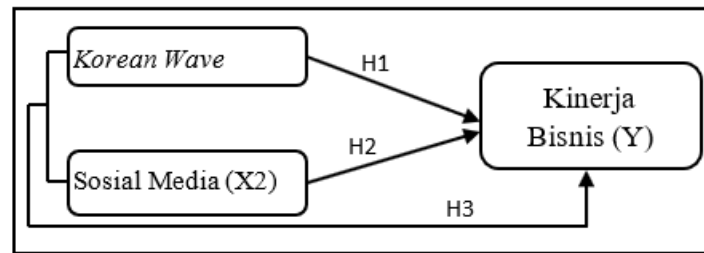


Figure 1. Theoretical Framework

Hypotheses

H1: The Korean Wave has a positive influence on consumer interest in Kopi Chuseyo.

H2: Social media usage positively impacts Kopi Chuseyo's business performance.

H3: The Korean Wave and social media use have a positive influence on Kopi Chuseyo's business performance.

3. Research Methodology

This study used a quantitative method with a descriptive approach, which involved collecting data to identify and analyze existing issues and then describing the phenomenon based on the analysis results. This study aims to determine the influence of the Korean Wave and social media on business performance. In July 2025, the study population consisted of 115 visitors in one month. This population represents all Kopi Chuseyo customers in Cirebon City. The sample was determined based on the population size using a simple random sampling technique from Kopi Chuseyo customers. The sample size was calculated using the Slovin formula with a 10% margin of error, as shown in the following formula:

$$n = \frac{N}{N.d^2 + 1}$$

Where :

n : sample size

N : population size

d2 : 10%

The sample size can be calculated as follows:

$$n = 115 / (1 + (115 \cdot 0,1)^2)$$

$$n = 115 / (1 + 11,5)$$

$$n = 115 / 12,5$$

$$n = 9,2$$

Thus, the sample used in this study consisted of 9 samples.

Data collection is a method used to obtain and record information from a part or the entire population. In this study, data were collected through interviews, questionnaires, and documentation. Data analysis included linear regression, t-tests, F-tests, and determination analysis, starting with the validity and reliability testing of the questionnaire. The analysis process was conducted both manually and with the help of SPSS 18 for Windows.

3.1 Instruments and Scale

Scale: Likert 5-point scale (1 = Strongly Disagree ... 5 = Strongly Agree).

Indicators (brief examples – each indicator can have one to two items per indicator):

1. Korean Wave: Exposure to Korean media; interest in Korean culture; preference for Korean-style ambiance; influence of Korean culture on product choice; and purchase intention due to the Korean theme.
2. Social Media Usage: Frequency of viewing Kopi Chuseyo posts; interaction (likes/comments); sharing content; following accounts; influence of posts on visits/purchases.

3. Business Performance: Sales changes, frequency of customer visits, average spending per visit, brand awareness, and loyalty/repeat purchase ratio.

4. Results and Discussion

4.1 Respondent Characteristics

The total number of respondents in this study was 54. The respondents' descriptions are shown in Table 2.

Table 2. Respondent Characteristics

Characteristic	Category	Number	Percentage (%)
Residence	Cirebon City	29	53,7
	Cirebon Regency	25	46,3
Gender	Female	45	83,3
	Male	9	16,7
Age	17–20 years	24	44,4
	21–25 years	27	50,0
	26–30 years	3	5,6
Education	High School	22	40,7
	Diploma	16	29,6
	Bachelor's Degree	16	29,6

4.2 Analysis Results

4.2.1 Validity Test

This validity test was used to assess whether the items in the questionnaire were appropriate. An item is considered valid if the calculated correlation value (r_{hitung}) is greater than the tabulated correlation value (r_{tabel}).

Item	r-hitung	r-tabel	Keterangan
X1.1	0,777	0,226	Valid
X1.2	0,869	0,226	Valid
X1.3	0,916	0,226	Valid

Figure 2. Validity Test Results for Korean Wave (X1)

Figure 2 shows that X1.1–X1.3 in the Korean Wave variable have a calculated correlation value (r_{hitung}) greater than the table correlation value (r_{tabel}); thus, all items in the Korean Wave variable meet the validity criteria.

Item	r-hitung	r-tabel	Keterangan
X2.1	0,783	0,226	Valid
X2.2	0,754	0,226	Valid
X2.3	0,784	0,226	Valid
X2.4	0,723	0,226	Valid
X2.5	0,772	0,226	Valid
X2.6	0,721	0,226	Valid
X2.7	0,833	0,226	Valid

Figure 3. Validity Test Results for Social Media (X2)

As shown in Figure 3, X2.1–X2.7, the calculated correlation value (r_{hitung}) is greater than the table correlation value (r_{tabel}), indicating that all components of the Social Media variable are valid.

Indikator	r-hitung	r-tabel	Keterangan
Y.1	0,834	0,226	Valid
Y.2	0,873	0,226	Valid
Y.3	0,806	0,226	Valid
Y.4	0,711	0,226	Valid
Y.5	0,813	0,226	Valid
Y.6	0,746	0,226	Valid

Figure 4. Validity Test Results for Business Performance (Y)

Figure 4 shows that Y1–Y6 in the Business Performance variable have a calculated correlation value (r_{hitung}) greater than the table correlation value (r_{tabel}); thus, all items in the Business Performance variable are valid.

4.2.2 Reliability Test

In the reliability test stage, an instrument is considered reliable if the reliability coefficient is at least 0.60.

Variabel	Cronbach's Alpha	Role of Thumb	Keterangan
<i>Korean Wave</i> (X1)	0,797	0,6	Reliabel/ konsisten
Media Sosial (X2)	0,876	0,6	Reliabel/ konsisten
Kinerja Bisnis (Y)	0,884	0,6	Reliabel/ konsisten

Figure 5. Reliability Test Results

Based on Figure 5, the Cronbach's alpha values for each variable are as follows: Korean Wave: 0.797, Social Media: 0.876, and Business Performance: 0.884.

The values for each of these variables were above the minimum Cronbach's alpha value of 0.60, indicating that the instruments for these variables in this study were reliable.

4.2.3 Multiple Linear Regression Analysis

The results are shown in the figure below.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	17.077	2.774		6.157	.000
Korean Wave	-.156	.244	-.092	-.638	.526
Media Sosial	.389	.096	.585	4.041	.000

Figure 6. Multiple Linear Regression Test Results

Based on the figure above, the results are as follows.

- The constant a was 17.077.
- The regression coefficient **B1** for the Korean Wave (X1) is -0.156.
- The regression coefficient **B2** for Social Media (X2) was 0.389.

Thus, the regression equation is as follows:

$$\text{Kinerja Bisnis} = 17,077 - 0,156X_1 + 0,389X_2 + e$$

Based on this equation, the interpretation is as follows.

1. The base business performance (Y) is 17.077, which means that if both X₁ (Korean Wave) and X₂ (Social Media) are zero, the Business Performance (Y) will be 17.077.
2. The regression coefficient b₁ of -0.156 indicates that for every 1 unit increase in the Korean Wave (X₁) variable, the Business Performance (Y) will decrease by 0.156.
3. The regression coefficient b₂ of 0.389 indicates that for every 1 unit increase in Social Media (X₂), Business Performance (Y) will increase by 0.389.

4.2.4 Partial Test (t-Test)

The t-test was used to determine the extent to which each independent variable individually explained the variation in the dependent variable. The interpretation of the t-test results is shown in the figure below.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	17.077	2.774		6.157	.000
Korean Wave	-.156	.244	-.092	-.638	.526
Media Sosial	.389	.096	.585	4.041	.000

Figure 7. t-Test Results

Based on Figure 7, the t-test results were as follows:

- If the calculated t-value (t-count) > table t-value (t-table) and the significance value (sig.) < 0.05, then H_a is accepted, and H₀ is rejected.
- If the calculated t-value (t-count) < table t-value (t-table) and the significance value (sig.) > 0.05, then H₀ is accepted and H_a is rejected

The t-table value is obtained from $t(\alpha/2; n-k-1)$, which is $t(0.05/2; 54-2-1) = t(0.025; 51) = 2.00758$. Based on this, the influence of each independent variable on the dependent variable is as follows:

1. Influence of the Korean Wave (X₁) on Business Performance (Y).

The influence of the Korean Wave (X₁) on Business Performance (Y) is $0.526 > 0.05$, and the t-count value is -0.638, which is less than the t-table (2.008). Therefore, H₀ is accepted, and H_a is rejected. This indicates that the first hypothesis of this study was not supported.

2. Influence of Social Media (X₂) on Business Performance (Y)

The influence of Social Media (X₂) on Business Performance (Y) is $0.00 < 0.05$, and the t-count value is 4.041, which is greater than the t-table (2.008). Therefore, H₀ is rejected and H_a is accepted.

4.2.5 Simultaneous Test (F-Test)

The variables Korean Wave (X₁) and Social Media (X₂) are related to the dependent variable, Business Performance (Y), and the aim is to determine whether the model is appropriate.

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	169.091	2	84.546	10.344	.000 ^a
Residual	416.835	51	8.173		
Total	585.926	53			

Figure 8. Simultaneous Test (F-Test)

According to Table 7, if the calculated F-value (F_{hitung}) is greater than the table F-value (F_{tabel}) and the significance value (significance) is less than 0.05, then H₃ is accepted. However, if the F_{hitung} is smaller than the F_{tabel} and the significance value is greater than 0.05, then H₃ is not accepted.

The F_{tabel} value is obtained from $F_{\text{tabel}} = f(k; n-k) = f(2; 52) = 3.18$. The result of the significance test for the influence of the Korean Wave (X1) and Social Media (X2) on Business Performance (Y) is $0.00 < 0.05$ and $F_{\text{hitung}} = 10.344 > F_{\text{tabel}} = 3.18$, so H_0 is rejected and H_a is accepted. This means that the Korean Wave (X1) and Social Media (X2) jointly have a positive influence on Business Performance (Y).

4.2.6 Coefficient of Determination

The R^2 value is used to determine the percentage of influence of the independent variables on the dependent variable, which is

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.537 ^a	.289	.261	2.859

Figure 9. Coefficient of Determination Test Results

Based on Table 8, the R Square value is 0.289, or 28.9%, meaning that 28.9% of the variation in Business Performance (Y) is explained by the independent variables, the Korean Wave (X1) and Social Media (X2). The remaining 71.1% was influenced by other independent factors not included in this research model.

4.3 Discussion of Research Results

The results of this study are divided into several sections: the influence of the Korean Wave on business productivity, the influence of Social Media on business productivity, and the influence of the Korean Wave and Social Media on business performance. The discussion is presented below.

4.3.1 Influence of Korean Wave (X1) on Business Performance (Y)

Based on the analysis results, the t-test shows $t\text{-count} < t\text{-table}$ with $t\text{-count} = -0.638$ and $t\text{-table} = 2.008$, and the significance value of the Korean Wave is greater than 0.05 (significance value = 0.526 > 0.05). The regression coefficient of the Korean Wave is -0.156. This indicates that the spread of the Korean Wave does not necessarily improve business performance because not all people in Cirebon are passionate about Korean culture or purchasing Korean products like those offered at Kopi Chuseyo. The success of Kopi Chuseyo is not influenced by the growth of Korean culture, as customers may enjoy Kopi Chuseyo products because of their good taste, high quality, reasonable prices, and other factors, rather than because they follow the Korean Wave.

4.3.2 Influence of Social Media (X2) on Business Performance (Y)

Based on the analysis, the t-test shows $t\text{-count} > t\text{-table}$ with $t\text{-count} = 4.041$ and $t\text{-table} = 2.008$, and the significance value for Social Media is 0.00 (less than 0.05), indicating a significant effect with a regression coefficient of 0.389. This means that the effective use of social media to promote products, provide product information, update new products, and spread information about the company positively impacts business performance. Social media platforms like Instagram can affect the success of Kopi Chuseyo, as promoting and sharing information about the café can attract consumers and increase its recognition.

4.3.3 Influence of Korean Wave (X1) and Social Media (X2) on Business Performance (Y)

The analysis results show that both Korean Wave and Social Media, when considered together, have a positive influence on business performance. This can be proven by the analysis showing $F\text{-count} > F\text{-table}$ with $F\text{-count} = 10.344$ and $F\text{-table} = 3.18$. Additionally, the significance value for both Korean Wave and Social Media on business performance is less than $\alpha = 0.05$, with the significance value being 0.00 (less than 0.05). Therefore, this study confirms that the Korean Wave and Social Media, when used together, have a positive influence on the business performance of Kopi Chuseyo.

5. Conclusion and Recommendations

5.1 Conclusion

Based on the research findings regarding the influence of the Korean Wave and Social Media on the business performance of Kopi Chuseyo Cirebon, several conclusions can be drawn.

1. The Korean Wave has no significant impact on Kopi Chuseyo's business performance. Although the Korean cultural trend is popular among respondents, its influence does not directly improve their business performance.
2. Social Media usage has a significant influence on Kopi Chuseyo's business performance. Promotional activities on Instagram and TikTok have successfully increased brand awareness, customer engagement, and visit frequency.
3. Simultaneously, both the Korean Wave and Social Media contribute to the variation in business performance, but the impact of Social Media usage is stronger.

5.2 Recommendations

Based on the research results, the researcher offers the following recommendations.

1. Korean Wave utilization can be directed more creatively, such as through thematic events, collaborations with K-pop communities, or designing interior spaces with a Korean atmosphere, to create a more tangible impact on business performance.
2. Future studies should consider expanding the sample scope to other branches of Kopi Chuseyo or comparing it with similar cafes.

Limitations and Future Research

This study focuses only on one object, Kopi Chuseyo, and therefore, the results cannot be generalized to all similar businesses in the culinary or Korean-themed café industry. The variables studied are limited to the Korean Wave and Social Media usage, while other factors such as product quality, service, offline marketing strategies, and customer loyalty may also influence business performance but were not analyzed in this study.

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