Research Article

Analysis Study of Cultural Aspects on Travel to South Korea

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Abstract. People have been impacted by Korean culture due to its global prominence. This Korean culture, sometimes referred to as the Hallyu phenomenon or Korean Wave, encompasses a variety of mediums including fashion, music, theater, makeup, and more. The purpose of this study is to examine how South Korea's cultural phenomena have influenced all generations and contributed to the country's appeal as a travel destination and perhaps inspire plans to travel to South Korea in the near future. The study employed a quantitative methodology and included 116 respondents from the surrounding area. Google Forms is used for online questionnaire delivery. SmartPLS software is used to process the data. We anticipate that the research's findings will give travelers more knowledge about South Korea's attractions, things to do, and other resources so they may make well-informed travel plans. The study's overall conclusions emphasize the significance of perceived advantages and cultural elements in shaping travel intentions to South Korea. The report also emphasizes how important electronic word-of-mouth is in forming traveler perceptions. The ramifications of these findings

extend to destination managers and marketers, who may leverage these insights to create customized marketing campaigns that address the interests and needs of prospective guests.

Keywords: South Korea, Culture, Visit.

INTRODUCTION

Claims that South Korea, known for being the "land of ginseng," is capable of initiating cultural transmission movements. Many nations, including Indonesia, have grown to appreciate the Hallyu or Korean Wave since the 1990s (Noviyati Nabila et al., 2021). South Korean culture drama (K-drama), films (K-film), fashion (K-fashion), culinary (K-food), beauty products (K-beauty) and everything else associated with the nation has quickly gained popularity across the globe as a highly sought-after trend. South Korea has become a global phenomenon and a focal point of interest thanks to the Hallyu wave (Melisa et al., 2023). Young people in Japan, China, Hong Kong, Taiwan, and other Asian countries started to take an interest in South Korean artists, particularly those involved in K-drama and K-Pop. This marked the beginning of the Korean Wave's global fame, which later spread to Southeast Asia and the Pacific (Noviyati Nabila et al., 2021).

The relationship between culture, destination image, and intention to visit has been the subject of numerous studies by various researchers (Nguyen Viet et al., 2020). For example, research revealed a positive and significant effect in the relationship between culture and destination image. Nowadays, there is a widespread appreciation for Korean popular culture worldwide, particularly in Asian nations (Wiyana et al., 2018). Movies, dramas, and popular music from South Korea are consumed by a variety of individuals, but Asians in particular (Ju & Lee, 2015). There is a growing interest in and desire to travel to South Korea as a result of the rising consumption of these popular cultural products (Huang, 2011). Numerous studies have demonstrated how Hallyu influences moviegoers' decisions on Korean dramas and films (Kim, 2005). They added that one of the main reasons people should travel to South Korea is to see the filming locations of these Korean dramas. Hence, the perception of South Korea as a travel destination has been positively impacted by film-induced tourism.

Moreover, there is still disagreement on what exactly constitutes Hallyu tourism (C. G. Lee & How, 2022). Indonesians have a positive opinion of South Korea and give it good grades when they watch or purchase Korean Wave products. The question for science is whether Indonesia's opinion of and desire to travel to South Korea has been significantly influenced by the Korean Wave of popular music, movies, food, and Haliyu items (Melisa et al., 2023).

LITERATUR REVIEW

The intention of a visitor is the willingness of a person to adopt or imitate a behavior or attitude as well as the amount of effort he or she makes to begin to do it. Tourist visits are motivated by a person's desire or plan to visit a place or destination in the future (T. H. Lee & Jan, 2018). The intention of visit is the customer's desire to

return to the service in the future after having received the same service in the past (Williya, 2020). A psychological framework called the Theory of Planned Behavior is used to understand and predict human behavior, including the intention of visiting in a tourist context (Chen & Yang, 2019). According to this theory, three primary elements influence a person's intention to engage in a behavior: attitudes about engaging in such actions, subjective norms, and perceptions of behavioral control (Ajzen, 2012).

Increased Trust and Visit Intentions Tourists to Tourist Destinations in Indonesia is one study on visit intentions that tries to determine how the G20 presidency has affected tourists' plans to visit monkey forest ubud (Yanti et al., 2022). Secondly, research on the impact of EWOM on visitors' plans to visit tourist attractions. This study looks into how visitors' intentions to visit attractions are influenced by Electronic Word of Mouth (Muzdalifah et al., 2019). The purpose of the study is to examine, with the role of destination image as a mediating variable, how the use of @explorejogja Instagram accounts affects Generation Z tourists' intention to engage in nature tourism in Yogyakarta. The goal of the study is to determine how generation Z's view of Yogyakarta's natural beauty and tourism appeal is influenced by exposure to the contents of the Instagram account @exploreogja and how this perspective influences their intention to travel to the area. Furthermore, the study will look at how much the destination image contributes to the relationship between Instagram use and Generation Z's intention to visit Yogyakarta's natural tourism attractions (Nuzulia, 2021).

Cultural dan Visit Intentions

A group of people's accepted way of living, or culture, is made up of all the attitudes, behaviors, and ways of thinking that are expressed in both concrete and abstract ways (Suseno et al., n.d.). A complicated system of values, culture is polarized by an image that highlights its own advantages (Munif, 2018). found five factors that could distinguish one culture from another: (1) power distance; (2) uncertainty avoidance; (3) individualism degree, with collectivism being its extreme opposite; (4) masculinity degree, with femininity being its extreme opposite; and (5) short- and long-term orientation. Thirty years after he first published on the subject, he and Minkov discovered a sixth construct known as the (6) degree of indulgence, with repression as its extreme opposite (Prim et al., 2017). Based on a definition proposed by Vinh (2013) Culture attributes of homestay in Duonglam Village is positively related to the overall satisfaction of tourists who visited homestays (Dwiandini et al., 2021).

RESEARCH METHODS

The study's reliability and validity were assessed using various methods, including Cronbach's alpha, composite reliability, and average variance extracted (AVE). The results showed that the instrument used in the study had a high level of reliability, with Cronbach's alpha values above 0.7 for all constructs (Roberts & Priest, 2006; Tavakol & Dennick, 2011). This indicates that the instrument is consistent and

stable in measuring the constructs of interest. The study also examined the discriminant validity of the instrument, which is the extent to which the instrument measures the constructs it is intended to measure and not other constructs. The results showed that the instrument has high discriminant validity, with the square roots of the AVE for each construct being greater than the correlations between the constructs.

Data Collection

From march to April 2024, an online survey was conducted in Jakarta, Indonesia, among 116 respondents with the goal of gathering information about Indonesian customers. The survey used a 6-point Likert scale, with 6 indicating the most favorable response. The decision to adopt a 6-point scale was based on its ability to guide responders toward specific options. The questionnaire items were adapted from prior studies to assess switching intention characteristics such as Cultural, E-Word of Mouth, Perceived Benefit, Social Interactions and Destination Images.
The elements of the items question were obtained from various studies, including:

Cultural

The cultural variable was measured using three indicators adapted from (Noviyati Nabila et al., 2021) and (Yunfin et al., 2023) Research, that is:
CUL 1: So I found out some hidden gems in South Korea that are rarely known by many people. CUL 2: I enjoy learning about the lifestyle of people in South Korea.
CUL 3: A trip to South Korea could add to my knowledge of the cultural heritage traditions there.

Data were analyzed using SmartPLS to assess reliability and validity, test hypotheses, and address common-method bias with SPSS 25. This process involved delivering 116 survey questionnaires to respondents selected through purposive sampling, followed by data analysis to ensure the quality and accuracy of the research findings.

RESEARCH AND DISCUSSION
Reliability and Validity The Measures

Table 1 Validity and Realiability

Variable	Items	Outer Loading	α	CR	(Ave)
Cultural	CUL1	0.847	0.860	0.871	0.915
	CUL2	0.913			
	CUL3	0.891			
Destination Image	DI1	0.916	0.898	0.899	0.937
	DI2	0.955			
	DI3	0.862			
eWOM	EWOM1	0.898	0.912	0.919	0.944
	EWOM2	0.941			

	EWOM3	0.927			
Perceived Benefits	PB1	0.867	0.850	0.852	0.909
	PB2	0.904			
	PB3	0.859			
Social Interractions	SOC1	0.920	0.937	0.939	0.960
	SOC2	0.958			
	SOC3	0.950			
Visit Intention	VI1	0.913	0.905	0.906	0.940
	VI2	0.953			
	VI3	0.883			

Findings from analyses of reliability and validity for several research-utilized variables. Cultural facets, perceptions of the place, electronic word-of-mouth, perceived advantages, social contacts, and travel ambitions are some of the elements that have been noticed. (Intention to Visit).

A number of the items or questions listed in the table are used to measure each of these variables (e.g., CUL1, DI2, EWOM3, etc.). The degree of correlation between each item and the underlying variable is shown by "outer loading." An item is a suitable signal for the variable if its outer loading value is high, ideally above 0.7.

The degree of consistency among the constituents of a structure is known as internal reliability and is measured by Cronbach's alpha (α) and composite reliability (CR). A α and CR value greater than 0.7 suggest that the elements are capable of providing a consistent and dependable structural measurement.

The average variance extracted (AVE) calculates the proportion of construction variance that may be attributed to the items utilized as opposed to measurement error variation. When the AVE value is more than 0.5, it means that the items accurately depict the measured construction.

As a consequence, the table's results show that the survey tools employed in the research had strong validity and reliability in measuring the factors associated with the trip's destination. This study provides assurance that the information gathered from the respondents is accurate and suitable for analyzing the relationship between the variables under investigation.

The interpretation of these findings is significant because it sheds light on the ways in which the visitor's intention is influenced by the eWOM factor and the destination image, while also emphasizing the significance of other variables that might have a more direct impact. Even though these indirect effects were not statistically significant in our study, they did highlight the intricate nature of the relationships between the variables and offered insights for more in-depth model analysis or cutting- edge research. In the context of this study, a careful interpretation of such results contributes to a deeper knowledge of the elements influencing visitor intentions and behavior.

Theoretical and Managerial Implications

The study's conclusions have important theoretical and managerial ramifications for our comprehension of how social interactions, perceived benefits, e-

word-of-mouth, destination image, and culture affect travel intentions to South Korea. The study suggests that comprehending cultural subtleties, perceived advantages, and electronic word-of-mouth has a crucial role in influencing the traveler's intentions (Noviyati Nabila et al., 2021). From a managerial perspective, the study underscores the necessity for destination marketers to create marketing strategies that are culturally aware, actively monitor and utilize electronic word-of-mouth, and emphasize the distinctive advantages and experiences that their location has to offer. The report also recommends that destination marketers manage social media platforms to promote their place and communicate with potential travelers while concentrating on striking a balance between social interactions and other elements of the travel experience (Sucisanjiwani & Yudhistira, 2023). Through comprehension of these consequences, destination managers and marketers can create focused marketing plans that address the requirements and inclinations of prospective tourists, so augmenting the allure and competitiveness of their location (Nurhayat & Shiratina, 2021).

Managerial Implications

The study's conclusions have several managerial ramifications for South Korean managers and destination marketers. First off, the importance of comprehending and accommodating passengers' different cultural demands and preferences is highlighted by the strong beneficial influence of cultural characteristics on visit intentions. This highlights the necessity for destination marketers to create culturally aware marketing plans that include regional values, cultures, and traditions to draw in a larger audience (Barri et al., 2017). Furthermore, the minimal impact of destination image on visit intentions implies that destination marketers ought to concentrate on other variables that affect travel choices, like perceived advantages and online referrals. This highlights the necessity for destination marketers to actively control and harness electronic word-of-mouth to improve the perception of their place. Moreover, the noteworthy affirmative impact of perceived benefits on intentions to travel highlights the need to emphasize the distinct advantages and experiences that South Korea provides, including its contemporary infrastructure, scenic landscapes, and rich cultural legacy. The importance of managing and utilizing social media platforms to promote South Korea as a travel destination, interacting with visitors on social media, replying to reviews and comments, and sharing genuine content to improve the destination's image is finally highlighted by the significant positive influence of e-word of mouth on destination image (Koo, 2013). place marketers and managers in South Korea can create tailored marketing strategies that meet the demands and preferences of prospective tourists and ultimately make their place more appealing and competitive by comprehending these management implications.

Future research directions

There are a number of potential research pathways to pursue in the framework of the study on the impact of cultural factors, destination image, e-word-of-mouth, perceived benefits, and social interactions on visitation intentions to South Korea.

First off, studying how destination image functions as a mediator in the relationship between cultural elements and visit intentions may shed light on how visitors' views of a location are shaped by cultural characteristics, which in turn affect their intentions to visit. Furthermore, investigating the effects of eWOM on the formation of destination images could further explore the mechanisms through which travelers' perceptions of a destination are shaped by online reviews, including the kinds of reviews that have the greatest influence and the ways in which they are shared on social media.

Investigating the particular benefits that tourists seek, such as culinary adventures, cultural immersion, or historical landmarks, and how these benefits affect visit intentions could also help to understand the role that perceived benefits play in visit intentions. While not statistically significant in this study, the impact of social interactions on visit intentions could be further investigated by examining the kinds of social interactions that have the greatest influence on visit intentions, such as interactions with locals or other travelers, and how these interactions are made possible by different platforms, such as social media or travel forums.

Furthermore, examining how cultural background modifies the association between eWOM and destination image may shed light on how various cultural groups react to eWOM and how these reactions affect how they view a destination.

Analyzing the kinds of eWOM that have the most influence on visit intentions and the ways in which these evaluations are shared across different platforms may be necessary to fully investigate the effect of eWOM on visit intentions. Furthermore, examining how destination image affects visit intentions across cultural groups may reveal cultural variations in the significance of destination image in influencing travel choices.

Finally, studying how eWOM affects visit intentions at various phases of the travel planning process, such as the early planning stages or the actual trip, could be another way to investigate the impact of eWOM on visit intentions over time. This may offer insightful information about how visit intentions are influenced by eWOM at various times and how these effects evolve over time.

CONCLUSION

This study looked into the impact of social interactionsand cultural aspects on travel intentions to South Korea. With a route coefficient of 0.541, the path analysis results showed that cultural elements have a strong positive influence on visit intentions. Furthermore, it was discovered that visit intentions were strongly positively influenced by perceived advantages, with a path coefficient of 0.614.

With a route coefficient of 0.026, destination image was determined to have very little effect on visit intentions. With a path coefficient of -0.329, social Interactions were also found to hurt visit intentions. It should be noted that this link lacked statistical significance. The study also discovered that, with a route coefficient of 0.826, e-word of mouth significantly improves destination image. This implies that passengers' opinions of a destination are greatly influenced by internet reviews.

The study's overall conclusions emphasize the significance of perceived

advantages and cultural elements in shaping travel intentions to South Korea. The report also emphasizes how important electronic word-of-mouth is in forming traveler perceptions. The ramifications of these findings extend to destination managers and marketers, who may leverage these insights to create customized marketing campaigns that address the interests and needs of prospective guests.

Prospective study avenues encompass exploring the intermediary function of destination image in the correlation between cultural elements and visitation intentions, in addition to scrutinizing the direct influence of electronic word-of-mouth on visitation intentions. Furthermore, investigating how cultural background modifies the association between e-word-of-mouth and destination image may shed light on how various cultural groups react to online reviews.

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