

**KOREAN LIFESTYLE IN INDONESIA: GEN-Z BEHAVIOR
AND MSME BUSINESS DEVELOPMENT IN MEDAN****Prawidya Hariani RS^{1*}, Rahmy Avira Elka²**^{1,2}Universitas Muhammadiyah Sumatera Utara

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***Email:** prawidyahariani@umsu.ac.id**ABSTRACT**

This research aims to analyze factors that are related to the behavior and business development of young people's small businesses with the existence of Korean Lifestyle in Medan City. The method used in this research is a qualitative method using snowball sampling using a questionnaire given to 82 MSMEs in Medan City. The data collection technique used in this research comes from distributing questionnaires via Google Form. The data analysis technique used in this research uses factor analysis with the Smart PLS 3.0 program. The research results show that psychological factors have a significant influence on the behavior and business development of young MSMEs in Medan City.

Keywords: Korean Lifestyle, MSMEs.**INTRODUCTION**

The current development of globalization has had a positive impact on relations between countries, especially in international trade relations. With international trade, demand and supply of export products to other countries will increase and will improve the country's own economy and then the country's foreign exchange will increase. In addition, if economic activity and the number of products exported increase, then industries will become more labor intensive. Because of this, additional labor is needed to help industrial activities move quickly, opening up job opportunities which will make society prosperous and will reduce the unemployment rate. Furthermore, with international trade, a country's relations will become closer. For example, Indonesia's cooperation with South Korea. One country that is able to adapt to developments in communication technology by spreading their culture and social life is South Korea. Currently, South Korea has succeeded in spreading their cultural and social products to the international world, one of which is Indonesia. Culture is a concept that arouses interest. Formally, culture is defined as a system of knowledge, experience, beliefs, values, attitudes, meanings, and is passed down from generation to generation, through individual and group efforts. Culture reveals itself, in language patterns and forms of activity and behavior; communication style; material objects, such as houses, tools and machines used in industry and agriculture, types of transportation, and tools of war (Sihabudin, 2013:19). The widespread development of South Korean culture and social life in Indonesia is rapidly changing the fashion of young people before and after knowing Korea. Changes in behavior or consumption patterns of young people that are often found in Indonesia are through Korean dramas, make up, Korean skincare, food, speaking styles, and even language which requires them to buy the things they want and put

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aside what they need. In reality, in life, humans are often faced with various choices to meet their needs. These choices are forced to be made because human needs are unlimited, while the tools to meet these needs are very limited. Currently, no one is unfamiliar with things related to Korean Lifestyle, which is a description of the lifestyle of South Korean society. With this, fashion among young people has also changed from before and after knowing Korea. Various products from South Korea have spread widely through dramas, music, films, food, cosmetics and other equipment. The entry of these various products has both negative and positive impacts on young people. The positive impact that we can see now has been the emergence of several innovations that have been modified by young people, such as tourist attractions designed in Korean style, halal food businesses related to typical Korean food, beauty products, and fashion businesses that are currently popular in Korea. Meanwhile, the negative impact that we can take as an example is the existence of dependency which requires fans of Korean culture or young people to have every Korean product available and a lack of love for domestic products. Korean products are indeed very high quality, but there are also negative influences that will be felt and cause a decline in local culture, for example young people think Korean fashion is better than local, this can result in a decline in the sense of nationalism and the Indonesian economy.

One product that is very popular with young people today is pop music. Korean pop music or commonly known as K-Pop is one of the entertainment sub-sectors that has boosted the South Korean economy. After the Covid-19 pandemic ended, many artists or public figures came to Indonesia to spread some of their products by holding concerts that lasted a maximum of 3 days, and several South Korean artists or public figures were invited to national events in Indonesia. and become a brand ambassador for a local product or company. Some of the Korean celebrities who have become ambassadors for local Indonesian products include BTS (Tokopedia & Gojek), Lee Min Ho (Azarine), Han So Hee (Somethinc), Sehun EXO (Whitelab), Kim Seon Ho (Everwhite), Choi Si Won (Sasa and Delicious Noodles), Song Jong Ki (Scarlet), and so on. In terms of culinary or Korean food, which currently dominates in Indonesia and which is widely consumed by young people, is the Korean Nongshim product with the Shin Ramyun variant, which is a soup and fried instant noodle product with spices, spicy chili oil and shiitake mushroom topping. This product is the No.1 product in South Korea and then entered Indonesia with a halal label. As time goes by, young people who consume Korean food products are inspired to create business opportunities. Nowadays we find a lot of Korean food or snacks on the side of the road. Furthermore, there are several South Korean cosmetic products or beauty products that are popular with young people in Indonesia, namely Barenbliss which is a beauty product, skincare and makeup equipment and Some by Mi Snail Truecica Miracle Repair Serum which is a serum product to treat various facial skin problems. Apart from the quality of these cosmetic products, Brand Ambassadors for these cosmetic products also influence young people to use them. In this case, the cooperation between Indonesia and South Korea is very good and provides the expected benefits. The spread of these things will certainly make young people who like South Korean culture and society need to spend a lot to buy concert tickets, albums, merchandise and products advertised by several of these artists. The influence of Korean Lifestyle has become an encouragement for young people to improve their MSME businesses. With the increasing love of young people for Korea in terms of

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food, fashion, beauty and so on, there is a huge opportunity in the long term to increase income and provide a new color in opening a business for young people. This process can be said to be culture transformation. Cultural transformation is a fundamental change in a group of people that results in striking cultural differences between the old life of the people and their new life (Mead, 1956: 382). In order to adapt to changes in consumption patterns, MSME business actors are required to be able to innovate quickly to improve product quality, marketing and service. The ability to innovate quickly, creatively, continue to actively learn (active learning), collaborate, and be integrated in the value chain network is needed in the current era of rapid change, where there is almost no product that does not have competitors. More than that, MSME players must have a good understanding of the business they are involved in as a consideration when making risky decisions (Mulyaningsih & Darwin, 2019:2). MSMEs have been recognized from a world perspective as having a very vital role in economic development in developing and developed countries. In developed countries, MSMEs are very important because these business groups absorb the most labor compared to large businesses. In developing countries, it is said that MSMEs have an important role in the perspective of finding employment opportunities and sources of income for a group of people, income distribution and unemployment, poverty in a country and helping economic development in rural areas. In this situation, MSMEs are faced with the challenge of continuing to exist and develop, to be more innovative and adaptive in facing increasingly complex global problems. Digital transformation in the era of industrial revolution 4.0 is really needed by MSMEs to increase productivity and competitiveness. With the ease of internet access, the development of the marketplace, and digitalization of business and marketing processes in the MSME network, this can be an opportunity for MSMEs to rise and continue to develop in reaching domestic and overseas markets. The aim of this research is to prove whether cultural factors, social factors, personal factors and psychological factors determine the behavior and business development of young MSMEs with the presence of Korean Lifestyle in Medan City.

THEORETICAL STUDY

Consumer behavior is a description of how a consumer in carrying out consumption activities tries to allocate income among various goods or services available with the aim of maximizing their welfare or maximum satisfaction. Consumer behavior can be easily understood through several steps, namely consumer preferences/tastes, budget constraints, and consumer choices (Pindyck, 2013). Offer (supply) is the amount of goods or services that are available and can be offered by producers to consumers at any price level during a certain time period. The offer is only valid if other factors influencing the offer are fixed or do not change (*ceteris paribus*). Thus, the bidding function can be written as follows:

$$Q_s = Q_s P \dots \dots \dots 2.1$$

Where:

Q_s = number of goods offered

$Q_s P$ = total price offered

A supply curve shows the quantity of a good that producers are willing to sell at a given price, holding constant other factors that might influence the quantity supplied. Thus the supply curve is the relationship between the quantity supplied and price (Pindyck, 2013).

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Lifestyle according to the Big Indonesian Dictionary is the daily behavior pattern of a group of people in society. Lifestyle is a secondary human need that can be changed depending on the times or a person's desire to change it. Lifestyle can be seen from food consumption, how to dress, how to work, and how individuals spend their daily lives. Lifestyle also changes the mindset of members of society. If you look at the current situation, Indonesian society has experienced changes in terms of lifestyle so that the civilization that was born was the creation of a culture of consumerism and hedonism in a capitalist environment. According to Smith, a consumer society is a society where people seek to affirm, affirm their identity and differences, and experience pleasure through the act of purchasing and consuming a shared sign system. Law of the Republic of Indonesia Number 20 of 2008 concerning micro, small and medium enterprises in Chapter 1 (General Provisions), Article 1 of the Law states that micro businesses are productive businesses owned by individuals that meet the business criteria as regulated in the Law. In article 6 of the law, it is explained that there are several criteria used to define MSMEs with net worth or asset value excluding land and buildings where the business is located, or annual sales proceeds. These criteria are as follows:

1. Micro Business is a business unit that has an asset value of a maximum of IDR 50 million or with annual sales of a maximum of IDR 300 million.
2. Small businesses with an asset value of more than 50 million up to a maximum of IDR 500 million or have annual sales of more than IDR. 300 million up to a maximum of Rp. 2,500,000,000.
3. Medium Enterprises are companies with a net worth of more than IDR 500 million up to a maximum of IDR. 100 billion or have annual sales revenue above IDR 2,500,000,000 to a maximum of IDR 50 billion.

The framework of this research describes the following factors:

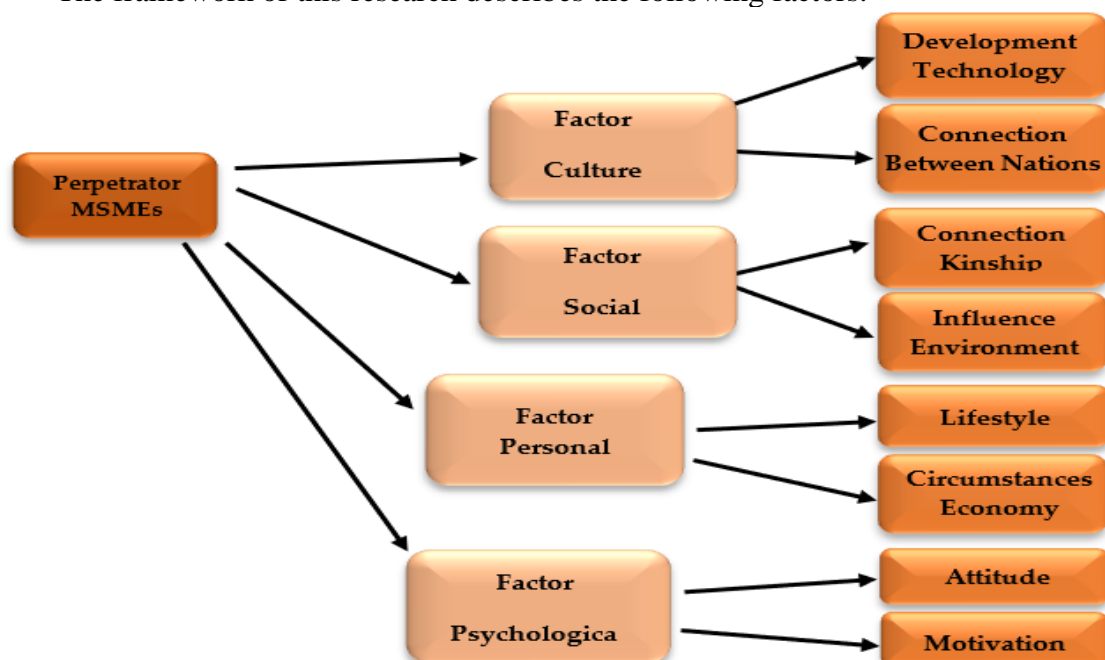


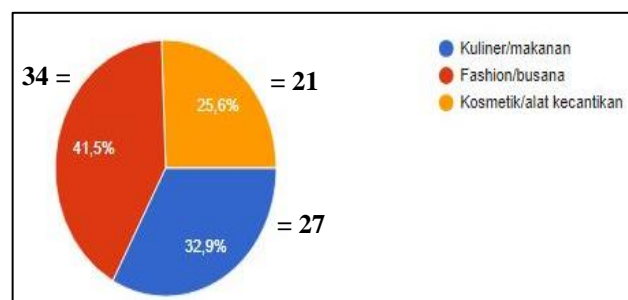
Figure 1. Conceptual Framework for Factor Analysis

METHODS

This research is qualitative research using multivariate analysis using factor analysis techniques by distributing questionnaires to culinary/food, cosmetic/beauty equipment, and fashion/clothing MSMEs in the city of Medan. The data processing was carried out using Smart PLS 4 software with the technique of collecting data from micro business respondents using snowball sampling which was the determinationsampling, where existing subjects provide references to recruit the samples needed for this research. OnInitially the number of respondents was small, then sample members (respondents) invited their friends to be sampled and so on until the number of samples increased. By considering other things, the researchers limited the respondents to 100 MSME actors.

RESULTS AND DISCUSSION
Analysis of Factors that Influence the Behavior and Business Development of Young MSMEs with the Presence of Korean Lifestyle in Medan City.

The characteristics of the sample in this study are young people from Medan City who have MSME businesses ranging from food/culinary, clothing/fashion, and cosmetics/beauty equipment. Sample collection was carried out using non-probability sampling techniques and the Snowball sampling method. The total research sample was 82 MSME actors spread across Medan City. Sampling was carried out by distributing questionnaires online via Google Form and directly distributing the questionnaires that had been made to MSMEs in Medan City. The general characteristics of the sample in this study include age, gender, type of business and type of social media familiar with Korean Lifestyle. Based on 82 respondents, MSME business actors (food/culinary, fashion/clothing and cosmetics/beauty equipment) in Medan City who dominate the most are aged 21-30 years with 60 respondents. At the age of 15-20 years there were 14 respondents and at the age of 31-40 years there were 8 respondents. Meanwhile for those aged 40 years and above there is no value, which means that all respondents aged 21-30 years are still categorized as young people. The distribution of the questionnaire showed that of the 82 respondents, MSME business actors (food/culinary, fashion/clothing and cosmetics/beauty equipment) in Medan City dominated the most, namely 60 respondents who were female and 22 respondents who were male. This shows that the majority of young people who own MSME businesses (food/culinary, fashion/clothing and cosmetics/beauty equipment) are dominated by young people who are female with a percentage of 73.2%, while for males it is as many as 26.8%.

Type of business

Figure 2. Type of Respondent's Business

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From the picture above, it shows that of the 82 respondents, MSME business people in Medan City have the most types of MSME business, namely fashion businesses, with 34 respondents with a percentage of 41.5%. Then in second place is the culinary/food type of business with 27 respondents with a percentage of 32.9% and finally the cosmetic/beauty equipment type of business with 21 respondents with a percentage of 25.6%.

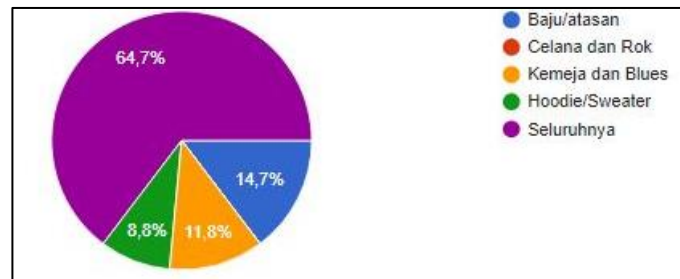


Figure 3. Products sold by respondents

It can also be seen that the majority of products sold from fashion/clothing MSMEs are all, what is meant by all here are tops, trousers and skirts, shirts and blues, as well as hoodies/sweaters. Meanwhile, the percentage of 32.9% is the culinary/food type of MSME business with a total of 27 respondents. Then the final percentage was 25.6% of the MSME type of cosmetics/beauty equipment with a total of 21 respondents. This shows that the majority of young people who have MSME businesses are dominated by fashion/clothing MSME businesses. Fashion Korean Lifestyle fashion does offer unique and fresh models, and is very appropriate to support the appearance of young people. The use of contrasting motifs and colors, combined with modifications with feminine nuances but still makes a good impression when worn by men and women. Korean clothes are becoming more and more popular, because apart from the models, they also have a variety of materials. The variety of clothing materials is what makes the prices also vary, ranging from prices that can only be afforded by the upper middle class, to relatively cheap prices. Currently, it is not only in big cities that Korean fashion/clothing products are easily available, but in almost all cities/districts, one of which is Medan City. Likewise in cyberspace, many online shops compete for the Korean clothing fan market through the various products they offer. With so many MSME players, especially young people in the city of Medan, opening their MSME businesses related to fashion/clothing with a Korean style feel.

Types of Social Media Getting to Know Korean Lifestyle.

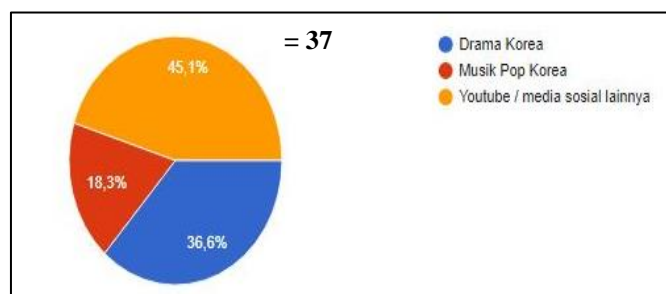


Figure 4. Types of Social Media Respondents Know Korean Lifestyle

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MSME business actors (food/culinary, fashion/clothing and cosmetics/beauty equipment) in Medan City know about Korean Lifestyle through YouTube social media, namely 37 respondents with a percentage of 45.1%. Furthermore, a percentage of 36.6% of MSME actors (food/culinary, fashion/clothing and cosmetics/beauty equipment) are familiar with Korean Lifestyle through Korean drama social media with a total of 30 respondents. Then the last one is Korean pop music with a percentage of 18.3% and a total of 15 respondents. This shows that the majority of young people who have MSME businesses (food/culinary, fashion/clothing and cosmetics/beauty equipment) are exposed to Korean Lifestyle through YouTube social media. The development of information technology strong The impact of globalization is the main factor causing the large public enthusiasm for Korean Lifestyle in Indonesia, especially in the city of Medan. The spread of Korean Lifestyle began and is very synonymous with the world of entertainment such as music, drama and variety shows which are packaged well in presenting South Korean culture. As time goes by, the Korean Lifestyle is widely implemented in everyday life starting from fashion, make up and Korean skincare as well as food. Nowadays, young people find it easier to access social media such as YouTube to get information related to Korean Lifestyle. On social media such as YouTube, you can often find everything related to Korean Lifestyle. In this way, it makes it easier for young people who have MSME businesses in Medan City to develop their businesses according to what is currently popular.

SM-PLS Analysis Research Results

Convergent Validity

Convergent validity is one of the model measurements on reflective indicators. Where it can be seen from the score of the question items with the construct score or through the loading factor on each construct indicator. An individual reflexive measure is said to be high if it correlates more than 0.70 with the construct being measured. However, for research in the initial stages of developing a measurement scale, a loading value of 0.50 to 0.60 is considered sufficient (Ghozali & Latan, 2015). However, the weakest acceptable factor loading is 0.40 (Sharma, 1996). The structural model in this research can be seen as follows.

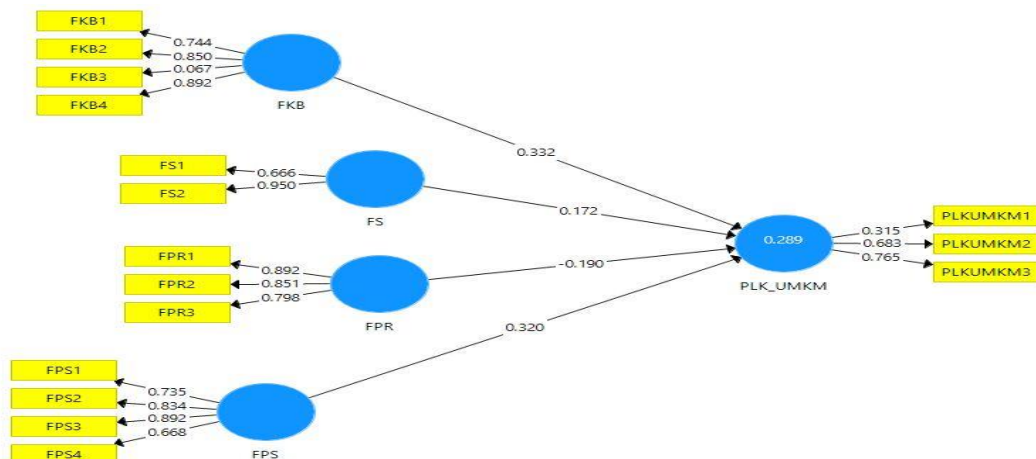


Figure 5. First Outer Loading

Source: SM-PLS3 and processed

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Table 1. Outer Loading Value Through The First Outer Loading Step

Indicator	Cultural Factors (FKB)	Social Factors (FS)	Personal Factors (FPR)	Psychological Factors (FPS)	MSME Actors (PLK_UMKM)
PLK_UMKM1					0.315
PLK_UMKM2					0.683
PLK_UMKM3					0.765
FKB1	0.744				
FKB2	0.850				
FKB3	0.067				
FKB4	0.892				
FS1		0.666			
FS2		0.950			
FPR1			0.893		
FPR2			0.851		
FPR3			0.798		
FPS1				0.735	
FPS2				0.834	
FPS3				0.892	
FPS4				0.668	

Source: SM-PLS3 and processed

Based on the data in table 4.8 above, it shows that in the variable of MSME actors in Medan City with 3 statement indicators, there are statement indicators that do not meet the criteria, namely the statement (PLK_UMKM1: The taste of the food products I sell is in accordance with consumer tastes regarding the taste of South Korean food) from this statement after processing the data using the Smart-PLS application, the statement obtained a loading factor value of 0.315 which means < the Rule of Thumb value of 0.40. Based on this indicator, it turns out that MSME actors who have culinary/food businesses in Medan City are still not suitable or the flavors they use are not yet acceptable to consumers who enjoy the taste of South Korean food, such as a taste that is quite spicy and a taste that is not too sweet. MSME actors who have culinary/food businesses have not succeeded in creating such flavors. Then in the cultural factor variable with 4 statement indicators, there is 1 statement indicator that does not meet the criteria, namely the statement (FKB3: several local products have used Brand Ambassadors from South Korea to convince consumers, this has an influence on the sales of my MSME products). From this statement, after processing the data using the Smart-PLS application, the statement obtained a loading factor value of 0.067, which means < the Rule of Thumb value of 0.40. In this indicator, it turns out that not all MSMEs sell their products because of the influence of brand ambassadors, but it could be because the products they sell match the quality and the large number of people interested in these products. So in this case the role of brand ambassadors in influencing consumers to

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buy products sold by MSMEs is not influential enough. On picture and table of Convergent Validity of construct indicators for each variable, it can be stated that for the construct indicators for the MSME actor variable that does not meet the Loading Factor value, namely PLK_UMKM1, and the Cultural Factor variable that does not meet the Loading Factor value is found in FKB3. The provisions in the convergent validity analysis, if the loading factor value is not met, the construct indicators are discarded and the convergent validity analysis is carried out again, which will result in the analysis results being fulfilled in the second stage on the construct indicators for each variable as in the picture below.

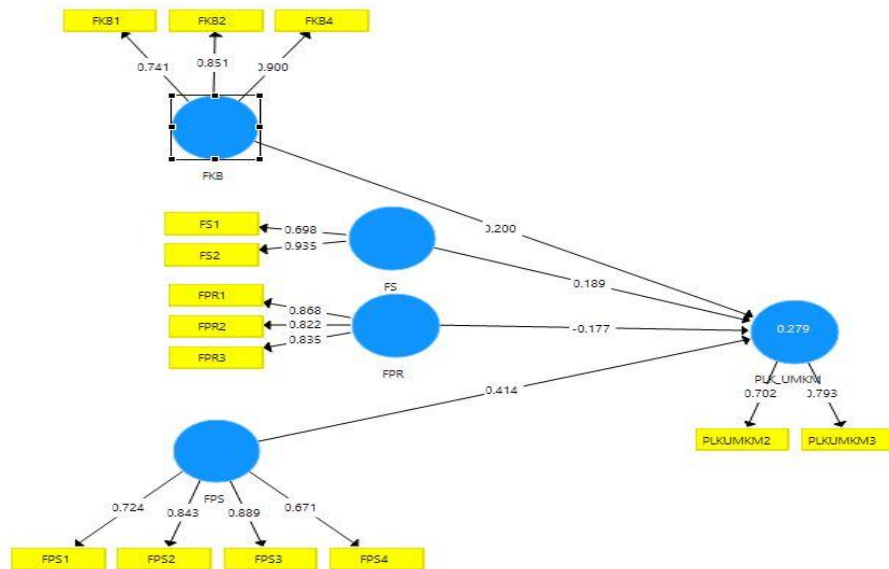


Figure 6. Second Outer Loading

Source: SM-PLS3 and processed

Table 2. Outer Loading Values through the second outer loading step

Indicator	Cultural Factors (FKB)	Social Factors (FS)	Personal Factors (FPR)	Psychological Factors (FPS)	MSME Actors (PLK_UMKM)
PLK_UMKM2					0.702
PLK_UMKM3					0.793
FKB1	0.741				
FKB2	0.851				
FKB4	0.900				
FS1		0.698			
FS2		0.935			
FPR1			0.868		
FPR2			0.822		
FPR3			0.835		

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FPS1	0.724
FPS2	0.834
FPS3	0.889
FPS4	0.671

Source: SM-PLS3 and processed

Based on the data in table 4.2 above, after second outer loading, all indicators have a loading factor > 0.40 , which means all indicators are valid indicators. It can be seen that cosmetics and fashion are more in demand by consumers, so MSMEs in Medan City are very clever in managing their business ventures. Currently, South Korean-style fashion and cosmetic product businesses are still relatively small, not yet mushrooming like the Muslim fashion business or general clothing used by the public or young people in the city of Medan. This condition makes competition in the South Korean fashion and cosmetics business easier for their marketing activities because the competition is not too tight. Technological developments and the role of social media also have a significant influence on the business development of young people who have MSME businesses, both culinary/food, fashion/clothing and also cosmetics/beauty equipment. With the role of social media, MSMEs can see what is happening lately, such as things related to Korean Lifestyle. The spread of Korean Lifestyle itself is widely spread through social media. MSME players can also promote their products through their social media, apart from that, MSME players can also modify their business or create new innovations to develop their MSME business in line with the current popularity of Korean Lifestyle. So in this case the role of cultural factors through technological developments plays a quite big role in consumers and young people who have MSME businesses in the city of Medan. Apart from advanced technology, The influence of the people around them also plays an important role in the sales of MSME products owned by young people. Not only that, the opinions of those closest to you and those around you about the quality of the products they use also influence the sales of MSME products. As social creatures, humans need interaction with the people around them to discuss various problems and reach better solutions. Therefore, social factors play an important role in influencing consumer purchasing and sales decisions for MSMEs. People around them influence the sales decisions of MSME players because they can recommend products or brands that they have used before. In conclusion, social factors play an important role in influencing consumer purchasing decisions. Consumers are influenced by reference groups, family members, role in society, and social status in making purchasing and sales decisions for MSMEs. Therefore, MSMEs need to understand these social factors to develop appropriate marketing strategies and meet consumer needs. With the existence of Korean Lifestyle, several fans or consumers have changed their lifestyle or tastes, this has become an opportunity for MSME players to sell their products according to consumer desires. These sales will later generate capital for their business. MSME sellers or players have seen that consumers or Korean Lifestyle fans are mostly young people who are still educated or working. Thus, after seeing these types of consumers, MSME players will set the sales price of their products according to the consumer's social class level and this personal factor has quite an important role in selling MSME products. The existence of Korean Lifestyle also really helps MSMEs in Medan City in selling their products. MSME players also pay great

attention to the quality of the products they sell so that consumers are not disappointed when making purchases. The rise of Korean Lifestyle in Medan City will foster creative and innovative attitudes among young people in developing their MSME businesses. They can adjust the products they sell to consumer tastes. Currently, quite a lot of young people enjoy Korean Liestyle, such as fans who like several celebrities from South Korea. They as fans will directly imitate what their idols do, such as how they dress, consume food, and use beauty products. This has a big influence on sales of MSME products. Thus, this psychological factor plays a very important role in determining sales and developing their MSME business venture.

Discriminante Validity

In discriminant validity testing, Average Variance Extracted (AVE) is used. The cross loading parameter in assessing the average variance extracted value to determine the level of validity of each construct indicator for each variable is recommended to be greater than 0.50 (> 0.50) (Ghozali and Latan, 2012). The results of the discriminant validity analysis can be presented in the table below.

Table 3. Discriminant Validity in Avarage Extracted (AVE)

Variable	AVE value
MSME actors in Medan City	0.561
Cultural Factors	0.694
Social Factors	0.681
Personal Factors	0.709
Psychological Factors	0.619

Source: SM-PLS3 and processed

Based on the results of running data in table 4.3, it shows that the average variance extracted (AVE) value for each MSME actor variable in Medan City, cultural factors, social factors, personal factors and psychological factors have met the criteria for discriminant validity variance extracted. (AVE) which is greater than 0.50 (> 0.50). The average extract variance with a value <0.50 is used as a determinant of convergent validity. So, if the average value is <0.50 it can be declared convergently invalid.

Composite Reliability

The use of composite reliability aims to test the reliability of a construct (Ghozali and Latan, 2012). A construct is declared reliable if the composite reliability and Cronbach alpha values are > 0.70 (Ghozali & Latan, 2015). The results of data analysis show the following.

Table 4. Composite Reliability

Variable	Composite Reliability Value	Information
MSME actors in Medan City	0.718	Reliable
Cultural Factors	0.871	Reliable
Social Factors	0.807	Reliable
Personal Factors	0.880	Reliable

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Psychological Factors	0.865	Reliable
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Source: SM-PLS3 and processed

Based on the data in table 4.4 above, it can be understood that each variable used in this research has a different reliability value with the Cronbach's alpha value for the MSME actor variable in Medan City being 0.718 for the cultural factor variable being 0.871 for the social factor variable being 0.807 for personal factor variables it is 0.880 and for psychological factor variables it is 0.865. The reliability test value of the instrument was then compared with the stipulated value of the reliability coefficient (Cronbach Alpha) > 0.70. The results of the comparison of the Cronbach alpha values for all research variables were stated to be greater than the reliability value. Thus, it can be concluded that the instruments in this research variable all have a good level of reliability, or in other words they are reliable (trustworthy) and can be used for further testing.

Structural Model Evaluation (Inner Model)

In testing the structural model (inner model) the aim is to see the relationship between variables. Measurements are carried out by looking at the R-Square value which can later determine the level of variance in changes in the independent variable towards the dependent variable. The results of the R-Square analysis are shown in the table below.

Table 5. R-Square

Variable	R-Squared
MSME actors in Medan City	0.279

Source: SM-PLS3 and processed

Based on Table 4.5 above, the R-Square value for the MSME Actor variable in Medan City is 0.279. So it can be explained that the variance in the variables cultural factors, social factors, personal factors and psychological factors is able to explain the variable MSME Actors in Medan City by 0.279 or 27.9% and the rest is influenced by other variables.

Hypothesis Testing Research Results

Based on the results of data analysis using SM-PLS in hypothesis testing, it can be seen in the table as follows.

Table 6. Hypothesis Testing

Original Sample	T-Statistics	P-Values	Decision	
FKB-PLK_UMKM	0.200	0.804	0.212	H ₀ - accepted
FS-PLK_UMKM	0.189	1,317	0.095	H ₀ - accepted
FPR-PLK_UMKM	-0.177	0.699	0.243	H ₀ - accepted
FPS-PLK_UMKM	0.414	2,363	0.010	H ₀ - rejected

Source: SM-PLS and processed

In Table 4.6 it can be explained that the provisions for hypothesis testing in this research are carried out by looking at the original sample value as a coefficient value or also called beta value. In determining acceptance or rejection in hypothesis testing, it can be seen from the value in the T Statistics column and the value in the P Values column. The

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conditions are if the t statistic value is greater than the t table value ($t \text{ statistic} > t \text{ table}$) at a significance level of 5% (t table is seen from the number of samples, where the sample in this study is 82 respondents) or using the P value with the condition that if < 0.05 where the conclusion is rejected, thus it can be stated that there is a significant influence, and vice versa. It can be concluded that only psychological factors have a positive and significant influence on young MSME actors in Medan City. $H_0 H_0$.

CONCLUSION

The perception of young people as MSME actors in Medan City regarding the factors that influence the behavior and development of MSME businesses with the Korean Lifestyle is that there is a positive and significant influence on psychological factors on the behavior and business development of young MSMEs in the City of Medan with the Korean Lifestyle. That cosmetics and fashion/clothing MSMEs are more in demand by consumers, so MSMEs in Medan are very clever in managing their business ventures. Currently, South Korean-style fashion and cosmetic product businesses are still relatively small, not yet mushrooming like the Muslim fashion business or general clothing used by young people in the city of Medan. The competitive conditions in the South Korean fashion and cosmetics business make it easier for their marketing activities because competition is not too tight. Technological developments and the role of social media also have a significant influence on the business development of young people who have MSME businesses, both culinary/food, fashion/clothing and also cosmetics/beauty equipment. It is hoped that the government will pay more attention to MSME players in carrying out their business ventures because MSMEs currently also have a good role in improving the country's economy and the community's economy and will shape the welfare of society. Future researchers can add other variables as factors that can influence the dependent variable which were not examined in this research and it is hoped that future researchers can also add the number of samples and the number of indicators that are considered important for each variable that will be used. This aims to increase data accuracy.

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