

**PENGARUH *EMOTIONAL BRANDING* DAN *PERCEIVED QUALITY*
TERHADAP *PURCHASE INTENTION* RESTORAN KOREAN *FOOD* DI
DAERAH ISTIMEWA YOGYAKARTA**

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *emotional branding* dan *perceived quality* terhadap *purchase intention* konsumen pada restoran korean *food* di Daerah Istimewa Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif. Sampel yang digunakan pada penelitian ini adalah konsumen berusia 17-28 tahun yang mengetahui, tertarik, dan memiliki keinginan untuk membeli produk restoran korean *food* di Daerah Istimewa Yogyakarta. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* sejumlah 135 responden. Pengumpulan data dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Analisis yang digunakan dalam penelitian ini menggunakan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa *emotional branding* berpengaruh positif dan signifikan terhadap *purchase intention*, dan *perceived quality* berpengaruh positif dan signifikan terhadap *purchase intention*. Serta secara simultan *emotional branding* dan *perceived quality* berpengaruh signifikan terhadap *purchase intention*. Temuan ini mengindikasikan bahwa *emotional branding* dan *perceived quality* saling memperkuat dan berkontribusi dalam memengaruhi *purchase intention* yang pada akhirnya meningkatkan keputusan untuk melakukan pembelian pada restoran korean *food* di Daerah Istimewa Yogyakarta.

Kata Kunci: *Emotional Branding, Perceived Quality, dan Purchase Intention.*



**THE INFLUENCE OF EMOTIONAL BRANDING AND PERCEIVED
QUALITY ON PURCHASE INTENTION AT KOREAN FOOD
RESTAURANTS IN DAERAH ISTIMEWA YOGYAKARTA**

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Abstract

This study aims to analyze the influence of emotional branding and perceived quality on consumer purchase intention in Korean food restaurants in the Special Region of Yogyakarta. This study uses a quantitative approach. The sample used in this study consisted of consumers aged 17-28 years who were familiar with, interested in, and had a desire to purchase Korean food restaurant products in the Special Region of Yogyakarta. The sampling method used was purposive sampling, involving 135 respondents. Data collection was carried out using the questionnaire method, which has been tested for validity and reliability. The analysis employed in this study utilizes multiple linear regression. The results of the study indicate that emotional branding has a positive and significant impact on purchase intention, and perceived quality also has a positive and significant effect on purchase intention. Additionally, emotional branding and perceived quality have a significant impact on purchase intention. These findings suggest that emotional branding and perceived quality mutually reinforce each other, contributing to the influence on purchase intention, which ultimately increases the likelihood of purchasing a Korean food restaurant in the Special Region of Yogyakarta.

Keywords: *Emotional Branding, Perceived Quality, and Purchase Intention.*