

## ABSTRACT

*Korean Wave or Hallyu in Indonesia, has an influence on Indonesia in various aspects, one of which is the aspect of food that grows from the culture, environment, geography, and climate of the Korean country. Korean food is very popular in Indonesia. Korean food is also known as a unique food, healthy which is good for the health of the body, and has a rich taste. In addition, with the Korean Wave or Hallyu, it opens promising opportunities for businesses to open Korean food restaurants using the theme of Korean culture in the design of their restaurants. This is also makes Indonesian people more interested in Korean food than traditional Indonesian food..So, this study aims to find out what are the factors that form the changes in interest in traditional food enjoyers in Korean food.*

*This research is a descriptive study using quantitative methods. Data collection was done by collecting questionnaires to Indonesian people who had consumed Korean food with a sample of 353 people with nonprobability sampling with sub sampling technique incidental sampling. Analytical techniques used are Exploratory Factor Analysis.*

*The results of the research and analysis conducted show that there are four factors that shape the change in interest of traditional food connoisseurs into Korean food, namely the factors of location, product, lifestyle, and price. Each factor is given a name or label, namely Facilities and Comfort, Food Uniqueness, Lifestyle, and Price Affordability.*

**Keywords:** *product, price, location, promotion, service quality, and lifestyle.*