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**GENERATION Z CONSUMER PREFERENCES FOR INDONESIAN CUISINE IN
SOUTH KOREA
(QUANTITATIVE SURVEY ON PREFERENCES OF INDONESIAN CUISINE IN
DAEJEON, SOUTH KOREA)**

By

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Abstract

This study aims to determine the level of preference of Generation Z for Indonesian food in the city of Daejeon, South Korea which was reviewed from the aspects of taste, price, and ease of obtaining. The research method used in this research is the descriptive quantitative method and the data is in the form of numbers generated from the actual situation. For the results: The highest like for Indonesian food is Soto. Based on the results of the test of Homogeneity of Variances it can be concluded that the Indonesian food Bakso, Nasi Goreng, Rendang, Sate, and Soto that the researchers compared are the same (homogeneous). Based on the ANOVA results it can be concluded that the Indonesian food Bakso, Nasi Goreng, Rendang, Sate, and Soto that the researchers compared had the same average. Based on the ANOVA results it can be concluded that the Indonesian food Bakso, Nasi Goreng, Rendang, Sate, and Soto that the researchers compared has a different average.

Keywords: Hospitality, Consumer Preferences, Indonesian Cuisine, Generation Z

PENDAHULUAN

Indonesia is a country that is very rich in cultural diversity and its cuisine is dominated by strong flavors and spices. This makes Indonesian cuisine one of the elements of Indonesia's identity as a nation and is the biggest tourism potential in Indonesia. The region that stretches from Sabang to Merauke is inhabited by hundreds of ethnic groups that have their own customs and habits. Of course, this makes the existing culinary culture very diverse. Because of its distinctive and diverse flavors, Indonesian cuisine has received international recognition (Roza et al., 2023).

Building a country's image can be done through various resources, one of which is culinary. Culinary is one of the ways that can attract the attention of the international community through culinary that develops creatively and dynamically. The introduction of

culture through culinary can form nation branding by using attraction to other countries. As a country that has a variety of natural beauty and traditional culture, it is not surprising that Indonesia has charm in the eyes of the international community, including in terms of culinary. The diversity of Indonesian cuisine is able to attract the interest of the world community to try and get to know Indonesian cuisine (Ristiyanti & Prakoso, 2022).

The Ministry of Tourism and Creative Economy created the "Indonesia Spice Up The World" program to improve Indonesia's nation branding. This program was formed considering the importance of culinary and spices that are able to provide positive value for the image of Indonesia. The government also targets that the program will be able to increase the export value of raw and processed spices (spices) by US\$ 2 billion or around Rp 29



trillion, doubling from 2020. In addition, another target that the government wants to achieve is the establishment of 4000 Indonesian restaurants throughout the country (Rukendi, 2021).

The government hopes that the Indonesia Spice Up the World program can bring the industry to a wider audience by promoting culinary and increasing investment opportunities in the local spice sector. One of the efforts in Indonesia Spice Up the World is to encourage the diaspora of Indonesian restaurants abroad by showcasing the country's local cuisine. Efforts made through this diaspora take place by organizing cultural events in several countries (Ristiyanti & Prakoso, 2022).

Indonesian cuisine itself is quite famous in Asia, including South Korea. In South Korea, there are several restaurants that sell typical Indonesian food, some of which are Bali Resto, Bali in Mangwon, Lilin, Bali Bistro, Warung Makan Mbok Mumun, and Warung Makan Borobudur.

In 2018, there were around 200 Korean restaurants in Indonesia and most of them were spread in Jakarta, so Indonesians began to recognize South Korean culture and culinary types. Meanwhile, the number of Indonesian restaurants spread across various cities in South Korea is 50 restaurants, which is still far from the number of South Korean restaurants in Indonesia (Kurniasih, 2021).

Based on the results of achievements in the economic and tourism fields, South Korea has made more efforts to promote its culinary culture towards Indonesia. The influence of Indonesian culture in South Korea is not so strong, so it is still lagging behind. According to a representative from Mode Tour, one of the travel agencies in South Korea said that the thing that most South Korean people remember when asked about Indonesia is Bali. Meanwhile, according to Ah Ha Dajeong, who is a VITO (Visit Indonesia Tourism Officer) staff regarding Indonesian specialties, South

Koreans only know the culinary types of fried rice and fried noodles. Currently, Indonesia has not set a national food of the diversity of the number of dishes in Indonesia. Just like South Korea with Kimchi, Thailand with Tom Yum, and Japan with Sushi, Indonesia needs to have one or two types of food that can be remembered in the international culinary world. The Ministry of Tourism has selected five Indonesian culinary icons as national foods; gado-gado, fried rice, satay, rendang, and soto. While the Indonesian Creative Economy Agency (BEKRAF) set one national culinary icon, namely Soto. This shows that there is no coordination between institutions to determine one type of Indonesian national culinary icon (Kurniasih, 2021).

This research aims to describe consumer preferences for Indonesian cuisine in South Korea, especially Generation Z as the largest market, using a descriptive quantitative survey in Daejeon, South Korea. By knowing preferences, identification will be carried out to strengthen promotional efforts for Indonesian cuisine in South Korea.

Preferences are likes, choices, or something that consumers prefer. Consumer preference can be defined as a person's choice of likes or dislikes for the product (goods or services) consumed. The level of consumer preference varies, depending on the consumer's perception. The factors of preference are product, price, place or location, promotion, and atmosphere. This factor is a consideration for consumers in making purchasing decisions (Syam, Haeruddin, Ruma, Musa, & Hasbiah, 2022).

According to Kotler and Keller (2010), consumer preferences for one product brand choice are formed through the evaluation of various brands in various available options. It can be concluded in general that preference is an attitude towards a choice of something that is influenced by internal and external factors which can ultimately lead to an attitude of rejection or acceptance depending on the level



of individual understanding of the stimulation. According to Schiffman and Kanuk (2008), consumer stimulus attitudes include many variables, that will affect consumer preferences, such as the state of the product, its physical characteristics, price, packaging design, brand, advertising, print, and TV advertising.

Generation Z (also called Gen Z, zoomers, or post-millennials) is the second-youngest generation, with millennials before and Generation Alpha after. Gen Z were born between the late 1990s and early 2010s. In the generation theory proposed by Graeme Codrington & Sue Grant-Marshall, Penguin, (2004) Generation Z was born in 1997-2012.

According to Hellen Katherina, Executive Director, Head of Watch Business, Nielsen Indonesia "Gen Z is the future, therefore it is important for industry players to understand their behavior and habits. Born in the digital era, Gen Z has very different habits from previous generations, and even at a very young age they already have considerable influence on family buying decisions. Understanding their media consumption behavior and habits will open up opportunities for brands and marketers to build long-term relationships with them."

Apart from being the next generation, Gen Z is also considered the most influential generation in terms of trends that emerge in society, especially regarding culinary trends. Their habits are considered to be able to change the mindset of the general public regarding culinary.

Gen Z food favorability is proposed for further development and to supplement how providers of products and services in the catering and tourism industries can meet the needs and expectations of the "largest consumer group". When Gen Z consumers are looking for and checking the latest products, ingredients, and restaurants, they mainly pursue food that has a good impression (Zuo et al., 2022). Moreover, ambiance, food quality, and service quality affect people's preferences.

Gen Z, the youngest generation of consumers, has been identified as a unique and diverse group with distinct preferences and attitudes toward products and services. With the rise of digital platforms and social media, businesses increasingly seek to understand how to reach and engage this demographic effectively. A critical aspect involves developing pricing strategies that resonate with Gen Z's buying behaviors and preferences.

Farah Quinn, an Indonesian celebrity chef also said that the current generation always looks visually first, the more attractive the food looks, the more people will also like it. Therefore, if you want to strengthen Indonesian cuisine for the next generation, the thing that can be done is to improve the quality of the appearance of food and improve the quality of food ingredients. By improving both sides, they can enjoy Indonesian culinary dishes that are highly nutritious and also pleasing to the eye (Erdiana, 2019).

Due to the several similarities in culinary types of Asian tastes between South Korea and Indonesia, the existence of Indonesian food in South Korea was recently recognized marking the development of ties on the diplomatic relations between the Republic of Indonesia and the Republic of Korea which reached its 50 years. The diplomatic relations between the two countries were established in September 1973 but the consular-level relationship had already begun in August 1966. Since then, the two countries continued to improve relations and cooperation at bilateral, regional, and multilateral-level events.

The Embassy of the Republic of Indonesia in Seoul has held the 2023 Indonesian Festival at Gwanghwamun Plaza, Seoul. The event coincided with the 50th anniversary of diplomatic relations between Indonesia and South Korea which carried the theme "Closer Friendship, Stronger Partnership". Apart from being a place to showcase Indonesian cultural arts, the Indonesian Festival also aims to develop the



market for MSME products, promote tourism, and strengthen people-to-people relations between Indonesia and South Korea.

While the similarity of the ingredients common to many cultures in the East and Southeast regions of the continent include rice, ginger, garlic, sesame seeds, chilies, dried onions, soy, and tofu. Stir-frying, steaming, and deep frying are common cooking methods. Rice is common to most Asian cuisines, with different varieties, are popular in the various regions. Curry dishes have their origins in the Indian subcontinent. Countries in East Asia typically use a coconut milk base in their curries, while countries in South West Asia typically use a yogurt base. This research focuses on Generation Z Consumer Preferences for Indonesian Cuisine in South Korea specifically in Daejeon.

Daejeon is the fifth largest city in South Korea. The city has an area of 539.84 km². Daejeon is known as a transportation hub for major rail and highway lines. The city also hosted the 2002 FIFA World Cup. Daejeon is the capital of South Chungcheong Province. The city is known as a high-tech place, with many renowned universities and research centers. The Daejeon area was historically known as Hanbat (한밭), which is Korean for "vast fields".

Located in the west-central region of South Korea alongside forested hills and the Geum River, Daejeon is known for its technology and research institutes, and for valuing its natural environment, with most mountains, hot springs, and rivers freely open to the public. Daejeon serves as a transportation hub for major rail and highway routes, and is about 50 minutes away from the capital, Seoul, using the KTX or SRT rapid trains.

Daejeon (along with Seoul, Gwacheon, and Sejong City) is collectively the seat of the government of South Korea. The city is home to 23 universities and colleges, including Korea Advanced Institute of Science and Technology

(KAIST) and Chungnam National University, as well as government research institutes, and research and development centers of global companies such as Samsung, LG, most of which are located in Daedeok Science Town.

Some of the famous foods in Daejeon are Kalguksu (Noodle Soup), Samgyetang (Spring Chicken Soup), Dolsotbab (Stone Bowl Rice), Soelleongtang (Beef Broth Soup), Sutgol Naengmyeon (Sutgol's Cold Buckwheat Noodles), Daecheong Freshwater Fish Maeuntang (Spicy Fish Stew), Gujeuk Dotorimuk (Acorn Jelly), Tofu Duruchigi (Tofu and Vegetable Stir-Fry).

RESEARCH METHOD

In this study, the authors used descriptive quantitative research methods. Sugiyono (2016: 7) explains that quantitative research methods are methods based on the philosophy of positivism which are used in research samples and research populations. Quantitative research is research that presents data in the form of numbers as the result of its research. The descriptive research method is a method of researching the status of a human group, an object, a condition, a thought, or a current event. Descriptive methods are used to create a picture or description systematically, factually, and accurately about existing phenomena. Quantitative descriptive research is research that describes variables as they are supported by data in the form of numbers generated from actual circumstances.

Quantitative Descriptive - The research describes the variables as they are about Generation Z Consumer Preferences for Indonesian Cuisine in Daejeon, South Korea. The data is in the form of numbers generated from the actual situation. This research uses data collection techniques through questionnaires and observations.

Preference shows the level of favorability consumers to a product which means that consumers are satisfied with the product (Kotler, 1997). with the product (Kotler, 1997).

According to Pearson and Henryks (2008), the factor of quality is the factor most considered in preferences and purchasing decisions, and the next influential factors are price, promotion, and location distribution

In this study, the author determined that the respondents were Generation Z in Daejeon City who had tasted Indonesian cuisine. The author also determines the level of preference based on price, flavor, and availability.

Based on the description above, the author is interested in taking the topic to be studied in this study, namely “Generation Z Consumer Preferences for Indonesian Cuisine in South Korea (Quantitative Survey on Preferences of Indonesian Cuisine in Daejeon, South Korea)”.

FINDINGS

This research was conducted in Daejeon, South Korea and the data collection process is carried out directly (online) by going through the Google Form system where forms are disseminated in the form of links. As for the link it is spread via WhatsApp to all respondents belonging to Generation Z (aged 11-26 years) in the city of Daejeon who have ever tasted Indonesian food. So far 131 questionnaires have been distributed and most of the respondents are students aged 20-24 years.

There are 5 choices of Indonesian food that respondents can choose from. These 5 dishes are the most well-known Indonesian foods. Respondents were able to fill in the location of the restaurant/eating place according to where they had eaten Indonesian food, both in Daejeon and Seoul. Responses to this questionnaire were collected from October 2023 to November 2023.



Figure 1. The preferences of Indonesian Cuisine in South Korea in general based on 5 (five) most known cuisines

From this questionnaire, 131 respondents were obtained. In the questionnaire, respondents were asked to choose one of 5 Indonesian foods, of which the results were 37 respondents chose Nasi Goreng, 26 respondents chose Soto, 23 respondents chose Bakso, 23 respondents chose Rendang, and 22 respondents chose Sate as Indonesian food in South Korea.

The author wants to know what the average Consumer Preferences for Indonesian Cuisine in South Korea are, the results are as follows.

		N	Mean
Like_Indonesian_Food	Bakso	23	4,04
	Nasi Goreng	37	4,05
	Rendang	23	4,09
	Sate	22	4,05
	Soto	26	4,12
	Total	131	4,07
Taste_of_Indonesia_Food	Bakso	23	4,04
	Nasi Goreng	37	4,00
	Rendang	23	4,09
	Sate	22	4,14
	Soto	26	4,08
	Total	131	4,06
Price_Is_Suitable	Bakso	23	3,48
	Nasi Goreng	37	3,68
	Rendang	23	4,00
	Sate	22	4,18
	Soto	26	3,46
	Total	131	3,74
Ease_of_Getting_Indonesian_Food	Bakso	23	3,83
	Nasi Goreng	37	4,16
	Rendang	23	4,00
	Sate	22	4,09
	Soto	26	4,12
	Total	131	4,05

Figure 2. Average Consumer Preferences for Indonesian Cuisine in South Korea



From a descriptive perspective, it can be concluded that the average Indonesian Food in South Korea is as follows

- The highest like for Indonesian food is Soto with an average value of 4.12
- The food with the highest score in terms of taste is Sate with an average score of 4.14
- The food with the most appropriate price is Sate with an average value of 4.18
- The easiest food to get is Nasi Goreng with an average value of 4.16

		Frequency	Percent
Valid	At festival	1	.8
	Bakso Bejo	17	13.0
	Bali in Mangwon	13	9.9
	Bali Resto	18	13.7
	Cook it together w/ my friend	1	.8
	Foodcourt in malls	1	.8
	In restaurant or street booth.	1	.8
	Indonesian festival booth	1	.8
	Kkang Ban	1	.8
	Lilin	8	6.1
	My friend sell it online	1	.8
	Nusantaraku	9	6.9
	On seoul	1	.8
	Online	1	.8
	Padang Restaurant	2	1.5
	Siti Sarah	13	9.9
	Warung Makan Borobudur	41	31.3
	World mart	1	.8
	Total	131	100.0

Figure 3. Indonesian Restaurant Preferences

From the figure above, it can be seen that Warung Makan Borobudur is the most visited place to eat Indonesian food. This is because the menu served varies, such as Soto, Sate, Rendang, Bakso, and Nasi Goreng. In addition, another reason is that the restaurant is easy to reach. Borobudur food stalls also sell food at affordable prices that range from 7.000 to 13.000 won.

		Frequency	Percent
Valid	Flavour & Taste	50	38.2
	Food Origin (Uniqueness)	29	22.1
	Freshness or Warmness	27	20.6
	Price	25	19.1
	Total	131	100.0

Figure 4. Factors to consider in preference for Indonesian cuisine.

Indonesian food is famous for its distinctive and rich taste. with a delicious taste and suitable for the taste buds of Korean and International people, making taste the main factor in choosing Indonesian food. From the figure above it can be concluded that most respondents choose to eat Indonesian food because of its Flavour & Taste.

		Frequency	Percent
Valid	2-5 times in	54	41.2
	More than 5	25	19.1
	Once a month	52	39.7
	Total	131	100.0

Figure 5. Frequency of eating Indonesian food

From the figure above it can be seen that most respondents eat Indonesian food 2-5 times a month. This is due to the preference for the taste of Indonesian food, the price is affordable and easy to get.

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Like_Indonesian_Food	,575	4	126	,681
Taste_of_Indonesia_Food	,159	4	126	,959
Price_Is_Suitable	,325	4	126	,861
Ease_of_Getting_Indonesian_Food	2,275	4	126	,065
How_Many_Times	1,183	4	126	,321
Place_to_buy_Indonesian_Food	,435	4	126	,783
Preferences_For_Indonesian_Food	,811	4	126	,520

Figure 6. Testing the Similarities of Variants (Homogeneity Test) of Indonesian Cuisine in South Korea

Based on the results of the test of Homogeneity of Variances Consumer Preferences for Indonesian Cuisine in South



Korea (Likes of Indonesian food 0.575; Taste of Indonesian food 0.159; Suitable price 0.325; Ease of getting Indonesian Food 2.275; How often eat Indonesian food 1.183; Place to buy Indonesian Food 0.435; Factors to consider for preferences to Indonesian Food 0.811) is greater than ($>$) 0.05. From this, it can be concluded that the Indonesian food Bakso, Nasi Goreng, Rendang, Sate, and Soto that the researchers compared are the same (homogeneous)

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Like_Indonesian_Food	Between Groups	.099	4	.025	.034	.998
	Within Groups	90,283	126	.717		
	Total	90,382	130			
Taste_of_Indonesia_Food	Between Groups	.292	4	.073	.105	.980
	Within Groups	87,220	126	.692		
	Total	87,511	130			
Price_Is_Suitable	Between Groups	9,594	4	2,399	2,975	.022
	Within Groups	101,582	126	.806		
	Total	111,176	130			
Ease_of_Getting_Indonesian_Food	Between Groups	1,823	4	.456	.420	.794
	Within Groups	136,803	126	1,086		
	Total	138,626	130			
How_Many_Times	Between Groups	2,185	4	.546	.994	.414
	Within Groups	69,251	126	.550		
	Total	71,435	130			
Place_to_buy_Indonesian_Food	Between Groups	59,702	4	14,926	.370	.830
	Within Groups	5083,214	126	40,343		
	Total	5142,916	130			
Preferences_For_Indonesian_Food	Between Groups	7,980	4	1,995	1,538	.195
	Within Groups	163,455	126	1,297		
	Total	171,435	130			

Figure 7. Testing whether Indonesian Cuisine in South Korea has the same or different average

Based on the ANOVA results, the significance value (sig) for Likes for Indonesian food was 0.998; Taste of Indonesian food 0.980; Ease of getting Indonesian food 0.794; How often eat Indonesian food 0.414; Place to buy Indonesian food 0.830; The factor to consider for preference for Indonesian food is 0.195) which is greater than ($>$) 0.05. It can be concluded that the Indonesian food Bakso, Nasi Goreng, Rendang, Sate, and Soto that the researchers compared had the same average. Specifically, the Suitable price has a sig value of 0.022, which means it is smaller than ($<$) 0.05, so it can be concluded that the Indonesian food Bakso, Nasi Goreng, Rendang, Sate, and Soto that the researchers compared has a different average.

CONCLUSION

Based on the results of the research that has been done, the following conclusions can be drawn:

The highest like for Indonesian food is Soto, the food with the highest score in terms of taste is Sate, the food with the most appropriate price is Sate, and the easiest food to get is Nasi Goreng.

Warung Makan Borobudur is the most visited place to eat Indonesian food. Most respondents choose to eat Indonesian food because of its Flavour and Taste. Most respondents eat Indonesian food 2-5 times a month.

Based on the results of the test of Homogeneity of Variances, Likes for Indonesian food; Taste of Indonesian food; Suitable price; Ease of getting Indonesian Food; How often eat Indonesian food; Place to buy Indonesian Food; Factors to consider for preferences to Indonesian Food value is greater than ($>$) 0.05. It can be concluded that the Indonesian food Bakso, Nasi Goreng, Rendang, Sate, and Soto that the researchers compared are the same (homogeneous)

Based on the ANOVA results, for Likes for Indonesian food; Taste of Indonesian food; Ease of getting Indonesian food; How often eat Indonesian food; Place to buy Indonesian food; The factor to consider for preference for Indonesian food Sig value is greater than ($>$) 0.05. It can be concluded that the Indonesian food Bakso, Nasi Goreng, Rendang, Sate, and Soto that the researchers compared had the same average.

Based on the ANOVA results, the Suitable price has a sig value of 0.022, which means it is smaller than ($<$) 0.05, so it can be concluded that the Indonesian food Bakso, Nasi Goreng, Rendang, Sate, and Soto that the researchers compared has a different average.



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