

Impact of the Covid-19 Pandemic on Environmental Awareness, Social Responsibility, and Food Consumption Habits of Z Generation

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ABSTRACT

This study aims to determine the impact of the Covid-19 pandemic on the character of environmental awareness, social responsibility, and food consumption habits of Z Generation. In addition, gender is also included as a moderating variable. This research is a quantitative study using the Simple Regression Analysis analysis technique to examine the impact of the Covid-19 pandemic on environmental awareness, social responsibility and food consumption habits of Z Generation. As for the moderating effect, Moderated Regression Analysis is used.

The test results in this study indicate that the Covid-19 pandemic affects environmental care behavior, social responsibility and food consumption habits. While the gender factor was not proven to moderate the influence of the pandemic with these three behaviors. The findings of this study are expected to be a role model for the development of community behavior in dealing with the pandemic.

Kata Kunci: Covid-19 pandemic, environmental awareness, social responsibility, food consumption habits, Z generation