FACTORS FOR THE BEHAVIOR OF GENERATION Z IN BUYING TRADITIONAL CULINARY PRODUCTS IN YOGYAKARTA

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ABSTRACT

Yogyakarta traditional culinary products have quality, uniqueness, and a variety of people's choices. The consumers who have the most potential in choosing and buying local products are from generation Z. This research is important to do because of concerns that have arisen in various countries, the potential loss of knowledge about traditional food among the younger generation. The purpose of this study is to prove what factors shape the behavior of Generation Z in buying traditional Yogyakarta culinary products.

This research uses quantitative research, the method used is survey. The research subjects were 395 Yogyakarta State University students. The research instrument was developed through FGDs and validated through expert judgment. The media used to collect respondent data is an online questionnaire. The analysis requirements test was carried out using the classical assumption test using the Skewness Kurtosis Test method, then the heteroscedasticity test was carried out, and the multicollinearity test was carried out. The data analysis technique used is multiple linear regression analysis.

The results of the study show that the hypothesis states that cultural factors, social factors, personal and psychological factors simultaneously influence the behaviour of generation Z in buying Yogyakarta local culinary products. The R-Squared result is the coefficient of Multiple Determination, which can explain the y variable. Above the value of 0.6231, which means that all the variables x1, x2, x3, and x4 can explain the y variable by 62.31%. These results carry the implication that these four factors need to be considered in making policies to trigger the younger generation to buy Yogyakarta culinary products.

Kata Kunci: *Generation Z, Factors Forming Purchases, Yogyakarta Traditional Culinary*