

Gen Z Perceptions And Expectations Of Culinary Quality And Service Transformation

*Gen Z Perception
and Expectations for
Quality and Service*

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ABSTRACT

Gen Z's perceptions and expectations regarding the transformation of culinary quality and service are influenced by significant changes in food preferences influenced by social, cultural, and technological factors. Generation Z—born between 1997 and 2012—tends to try various types of food from different cultures and is very interested in innovation and sustainability in food. Generation Z prefers to try new foods and create unique flavor combinations. More than 70% of them admit to often trying foods they have never tried before, reflecting a desire to experience various flavors. Additionally, they are more likely to choose foods that align with personal values such as sustainability and health. Social media plays a significant role in shaping Generation Z's culinary preferences. They actively share their culinary experiences and often seek inspiration from food influencers on platforms like Instagram and TikTok. This shows that understanding food is very important in attracting the attention of this generation. The culinary industry faces the challenge of meeting the increasingly diverse demands of Generation Z. Companies must innovate in their products and services to attract the interest of Generation Z, including providing healthy and environmentally friendly food. Research results show that the main factor influencing consumer

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Submitted:
NOVEMBER 2024

Accepted:
JANUARY 2025

JIMKES

Jurnal Ilmiah Manajemen
Kesatuan
Vol. 13 No. 1, 2025
pp. 305 - 314
IBI Kesatuan
ISSN 2337 - 7860
E-ISSN 2721 - 169X
DOI: 10.37641/jimkes.v13i1.3082

decisions to purchase products and services is their quality. About 60% of Gen Z customers feel dissatisfied with certain products and services. Generation Z hopes the culinary industry can respond to their demands, especially for new products and better services. Overall, Generation Z's perceptions and expectations regarding the transformation of culinary quality and service indicate that they are seeking satisfying dining experiences. They also want to contribute to the sustainability and ethics of the food industry, in line with the growing awareness of social and environmental issues.

Keywords: Gen Z, Perception, Hope, Culinary Transformation, Food Quality, Service, Technology, Sustainability.

INTRODUCTION

Indonesia has a rich and diverse culture that has enormous potential in the tourism sector. Tourism is used as a sector related to traveling activities that can provide an interesting experience for tourists. One of the important elements in tourism is culinary tourism. The relationship between food and tourism at this time has developed not only seen as a basic need for tourists but also has become a differentiator between destinations by providing a memorable experience. Culinary is used as a reflection of the identity and wisdom of a region's local culture. Traditional cuisine is often referred to as the heart of local culture because it can represent the history, traditions, and identity of the local area. Each region has its traditional food. In the digital and information age, Generation Z has a unique mindset and behaviour compared to previous generations. Generation Z is known for its extraordinary ability to adapt to change, including in terms of culinary preferences. Generation Z is a generation that has been exposed to technology and the internet from an early age.

Generation Z is highly curious about technology. The latest technology for Generation Z is compared to refreshing water that needs to be drunk immediately to get the benefits. Generation Z is often referred to as the digital generation that develops in an environment full of technology and various kinds of technological tools. Generation Z's tendency towards novelty and contemporary has its own challenges in preserving traditional culinary. Generation Z has a more open mindset and point of view by following the times. It can be seen from the phenomenon of many generations Z who prefer non-traditional food over traditional food and participate in the shift in the position of traditional food. Generation Z has different characteristics from previous generations, including in their culinary preferences which are often more influenced by global trends and social media appearances than local culinary traditions and heritage. It can also affect attitudes towards traditional food shifts, such as the rise of generation Z who find traditional food less appealing and elegant to generation Z and Indonesian society as a whole. This can be seen from the crowded modern food outlets (foreign food franchises) in malls, which are dominated by the younger generation and even families. At the same time, traditional food outlets are being abandoned as if they are no longer attractive.

Purchase interest is an important indicator in the sustainability of a product, including traditional food. Purchase interest is a desire that arises after someone is interested in the product he sees, and then a feeling of wanting to try the product arises until a strong desire to buy it to own the product. In this modern era, buying interest is not only influenced by taste or quality factors. But also, other aspects, such as presentation, marketing, and relevance to current trends. Traditional food such as doing has its challenges, which requires a special strategy to attract Generation Z

Perception can be viewed as an individual's response or interpretation of a situation that informs their subsequent actions. It is the process of filtering, shaping and understanding information to create a coherent and significant representation of reality. This relates to the context of Generation Z, whose perceptions of traditional cuisine will determine their approach to effective marketing. External and internal factors can influence a person's perception, including Generation Z's, of a particular product or service. Internal factors include emotional needs, an individual's educational background, sensory abilities, personality traits, self-acceptance, and personal circumstances, while

external factors can include product features and context of use. By understanding these patterns, it can be useful in creating appropriate strategies to attract Generation Z's interest in buying traditional food.

Generation Z, which includes individuals born between 1997 and 2012, is emerging as a unique group of consumers with different characteristics and preferences compared to previous generations. In the culinary context, Gen Z is showing significant changes in the way they choose, enjoy, and value food. They not only see food as a basic need but also as a form of self-expression and lifestyle. Generation Z's culinary perceptions include: Diversity of Food Preferences: Gen Z is known to have broader preferences and is open to trying different types of food from different cultures. They often explore unique flavour combinations and tend to like foods that offer new experiences. Research shows that more than 70% of Gen Z often try new foods, reflecting their interest in culinary exploration.

1. **Social Media Influence:** Social media plays an important role in shaping Gen Z's culinary perceptions. Platforms such as Instagram and TikTok are key sources of inspiration, where they seek recommendations from culinary influencers. Sharing culinary experiences on social media also influences their food choices, making food visualization a key factor in purchasing decisions.
2. **Awareness of Social Issues:** Gen Z is very concerned about sustainability and ethical food choices. They are more likely to choose products that are environmentally friendly and support ethical small businesses. This is reflected in the growing interest in plant-based diets and vegetarianism.

And expectations of culinary quality and service:

1. **Product Quality:** Although Gen Z is open to different types of food, they still expect high quality in the products they consume. Research shows that around 60% of them feel that product quality often falls short of expectations. Therefore, the culinary industry needs to innovate to meet these expectations.
2. **Service Quality:** Gen Z also demands good service at restaurants or eateries. They want a pleasant experience, from the speed of service to the friendly attitude of the staff. Service quality is considered as important as product quality in influencing their purchasing decisions.
3. **Innovation and Creativity:** This generation values innovation in culinary, including creative and interesting menu development. They like food that is not only tasty but also visually appealing, making it interesting content to share on social media.

Gen Z's perceptions and expectations regarding transforming culinary quality and service reflect major changes in the food industry. With their unique characteristics, they play an important role in shaping future culinary trends. Therefore, an in-depth understanding of these preferences is crucial for industry players to adapt and effectively meet the needs of these young consumers.

RESEARCH METHOD

The research method applied in this study is a qualitative method that focuses on an in-depth understanding of Gen-Z, gastronomy, and sustainable tourism. The purpose of this approach is not to generalize, but to gain a deeper understanding of the issues discussed. Research on Generation Z (Gen Z) perceptions and expectations of culinary quality and service transformation can be conducted using a variety of research methods that are appropriate to the objectives and context of the research.

Qualitative methods are particularly useful for understanding Gen Z's perceptions and expectations in depth. Techniques that can be applied include:

- In-depth Interviews: Conduct interviews with Gen Z members to explore their views on culinary quality and service. These interviews can be conducted in person or through digital platforms.
- Focus Group Discussion (FGD): Gathering a group of Gen Z to discuss their experiences with culinary services. This can help get multiple perspectives in one session.
- Participatory Observation: Observing Gen Z's behaviour in restaurants or eateries to understand their interactions with food service.

The right research methods will provide valuable insights into how Gen Z perceives culinary quality and service and their expectations for transformation in the industry.

By understanding their perspectives, culinary businesses can better cater to the needs and preferences of these young consumers.

RESULTS AND DISCUSSION

Amidst the rapid development of technology and digital culture, generation Z (Gen-Z) emerged with different perspectives and preferences, including in the culinary world. Those born between 1997 and 2012 grew up in an era of instant information, easy access to social media, and faster lifestyle changes. This affects the way they choose, enjoy, and even appreciate food. Food is not only a basic necessity for Gen-Z, but also a form of self-expression, a lifestyle, and a way of interacting with the world around them. For Gen-Z, food is more than just eating. Food becomes part of their identity, and can even show who they are. From trying unique foods, and sharing food photos on social media, to participating in culinary trends such as certain diets (e.g. plant-based or keto), food for them is a way to express themselves and show personal uniqueness. They also tend to choose food that aligns with their values, such as sustainability and health.

Undeniably, social media plays a big role in the culinary world of Gen-Z. Platforms such as Instagram, TikTok, and YouTube are the main means of sharing culinary experiences. They often seek culinary inspiration from food influencers or content creators who have great influence online. This phenomenon not only impacts food choices but also the rapid development of culinary trends. This shows how important food visualization is and how food can be an engaging content for them. Gen-Z cares deeply about sustainability, and this is reflected in their culinary choices. They are more likely to choose food that is environmentally friendly, organic or free from animal products. The trend of vegetarianism and veganism is gaining traction with this generation, and they seek out restaurants or products that support sustainability. They are also more aware of the importance of reducing food waste, choosing local products, and supporting ethical small businesses.

Gen-Z is known for its spirit of experimentation, and the culinary scene is no exception. They tend to be open to trying different types of food from different cultures and countries. Unique food, such as fusion food or street food, is a favourite among them. This shows that for them, culinary is an ever-evolving adventure and there is always something new to explore. Culinary for Gen-Z is not just about eating, but also a part of lifestyle, self-expression and awareness of social issues. They are more critical in their food choices, open to innovation, and utilize technology to find more diverse and interesting culinary experiences. For them, food is a way to connect with the world, both personally and socially, and be part of global cultural change.

Generation Z is known to have more diverse food preferences compared to previous generations. They are more open to trying foods from different cultures and creating unique flavor combinations. According to a study published in the *Journal of Food Science*, more than 70% of Generation Z admitted to frequently trying new foods that they have never tried before. This reflects their high interest in culinary exploration and desire to experience different flavors.

Apart from having diverse preferences, Generation Z is also known as a more health- and sustainability-conscious consumer. They tend to prefer foods that are healthy and environmentally friendly. According to an article published by The Guardian, more than 80% of Generation Z consider it important to choose healthy and sustainable food. This has led to a growing demand for organic, chemical-free, plant-based products.

Social media has had many influences on Gen's culinary preferences, some of which are as follows:

1. Inspiration from Culinary Influencers

Social media plays a big role in shaping Generation Z's culinary preferences. They often use platforms such as Instagram, TikTok, and YouTube to seek food inspiration from culinary influencers.

According to a study published by the Journal of Consumer Marketing, more than 60% of Generation Z admitted that they often seek food recommendations from culinary influencers on social media.

2. Sharing Culinary Experiences

Generation Z is also active in sharing their culinary experiences through social media. They often post photos and reviews of the food they try, making a huge impact on their friends and the general public.

3. Discovering Unique Food Places

In addition, social media is also the main place for Generation Z to find unique and quirky places to eat. They often seek recommendations from their friends or through search features and hashtags on social media platforms.

There are many challenges that Generation Z faces in determining culinary preferences, including:

1. Dealing with Diverse Demand

One of the main challenges for the culinary industry is to meet the increasingly diverse demands of Generation Z. Food and beverage companies must continue to innovate and develop products that suit these different preferences.

2. Addressing Health and Sustainability Challenges

The culinary industry is also challenged by providing healthy and sustainable food in line with Generation Z's demands. This requires investment in the development of new products and environmentally friendly business practices.

3. Capitalizing on the Influence of Social Media

There is also a great opportunity for the culinary industry to leverage the influence of social media to reach Generation Z. By collaborating with culinary influencers and actively engaging with social media users, food and beverage companies can expand their reach and increase their brand awareness.

The restaurant industry is constantly evolving, and as new generations enter the workforce and become consumers, restaurants must adjust their marketing tactics to appeal to them. Millennials and Generation Z are two key groups that are changing the way restaurants approach marketing. Key restaurant marketing to attract more customers, with a focus on millennials and Generation Z, include:

1. Social Media Marketing

Social media platforms such as Instagram, Twitter, and TikTok are essential for restaurant marketing. Millennials and Gen Z are avid social media users, and they expect to find their favourite restaurants online. Restaurants should regularly post high-quality photos and videos of their food, drinks, and ambiance to attract potential customers. Believe it or not, 50% of millennials take photos or videos of their food before eating.

2. Influencer Marketing

Influencer marketing is a popular tactic that involves collaborating with social media influencers to promote restaurants. Influencers can reach a large audience of millennials and Gen Z and can help create a buzz around the restaurant.

Restaurants can offer free or discounted meals to influencers in exchange for promotion on their social media accounts.

Smart Ordering

Self-ordering has become increasingly popular among millennials and Gen Z. Restaurants should make it easy for customers to order food directly from their phones and cut waiting times. This convenience factor is crucial in attracting the younger generation who value efficiency and time-saving.

1. Local SEO

Restaurants should optimize their websites for local SEO to increase their visibility in local search results. This means adding location-based keywords to their website content and meta tags. This will help potential customers find the restaurant when they search for local dining options online.

2. Unique Menu Items

Millennials and Gen Z are always looking for new and exciting food experiences. Restaurants should offer unique menu items that will appeal to the younger generation. This can include vegan and vegetarian options, international cuisine, and fusion dishes. Menu items should include images and be easy to navigate by providing filters for food allergens.

3. Sustainability and Social Responsibility

Younger generations are increasingly concerned with the environment and social responsibility. Restaurants can appeal to millennials and Gen Z by promoting their sustainable practices and social initiatives. This can include using locally sourced ingredients, reducing waste, and supporting charitable causes.

4. Event Marketing

Organizing events at restaurants is a great way to attract the younger generation. Restaurants can organize events such as trivia nights, live music performances, and happy hours to create a fun and social atmosphere. These events can be promoted on social media and through targeted advertising to reach a wider audience.

5. Mobile Rama Website

Finally, restaurants should ensure that their websites are mobile-friendly. Millennials and Gen Z rely heavily on their smartphones for everything, including finding restaurants and making reservations. A mobile-friendly website will make it easier for potential customers to access information about the restaurant and make reservations on the go.

Attracting millennials and Gen Z requires a different approach to restaurant marketing. Social media marketing, influencer marketing, online ordering, and unique menu items are important tactics to attract the younger generation. Also, promoting sustainability, and social responsibility, and hosting events can create a unique and memorable experience for customers. Finally, having a mobile-friendly website is essential to attract the younger generation who rely heavily on their smartphones. By implementing these key marketing tactics, restaurants can attract more customers and stay ahead of the competition in the ever-evolving restaurant industry.

Generation Z or Gen Z has started to receive attention from various industries, especially in the world of F&B thanks to its large number in Indonesia. The results of the 2020 Population Census show that Gen Z dominates Indonesia with the number reaching 74.93 million or 27.94% of the total population of Indonesia. Unlike millennials, Gen Z was born from 1997 to 2012 and grew up in the digital era, where information and popular things change quickly. So as an F&B business owner, you need to put in more effort to attract their attention. Focusing on Gen Z as a customer as a cafe or restaurant owner certainly has great potential in Indonesia. However, to capture their hearts, you need to understand the characteristics of Gen Z.

A survey conducted by McKinsey involving 16,000 respondents from six countries—Australia, China, Japan, Indonesia, South Korea, and Thailand—will provide deeper insight into Gen Z.

1. Gen Z are Digital Natives

Born in an era that is closely related to technology, it's no wonder Gen Z is known as true digital natives. Gen Z spends more time on social media than any other age group in Asia. They will spend an average of six hours or more a day surfing social media. According to the same survey, Gen Z will use social media to get information, and updates on their favorite products, and as a source to make decisions. No wonder they will always look for reviews before deciding to make a purchase. As a culinary business owner, encouraging every visitor to leave a good review will greatly help your business to continue to grow. Occasionally create a review competition through social media to encourage more positive reviews.

2. Love Something Personalized

In such a massive era, a strategy that can be done to grab Gen Z's attention is to make conversations more personalized. Quoting from Salesforce, 66% of customers expect companies to understand their needs. But to create something personalized, you as an F&B business owner must understand the persona of each visitor. Understanding each visitor precisely will make it easier for you to create an accurate and targeted marketing strategy.

3. Has a High Social Network

Not only do they like to interact in the real world, Gen Z is also known for joining various communities. They value online communities because they allow them to meet and connect with people from different backgrounds. According to a McKinsey survey, 66% of Gen Z believe that communities are created by cause and interest, not by economic background or education level. So, they will happily join communities that they like. This can be used by F&B business owners to create a fun community to exchange education, interesting activities, and other things. Although not many F&B businesses do this, you can start to build a community with your customers to create a more personalized relationship.

4. Being the Critical and Analytical Type

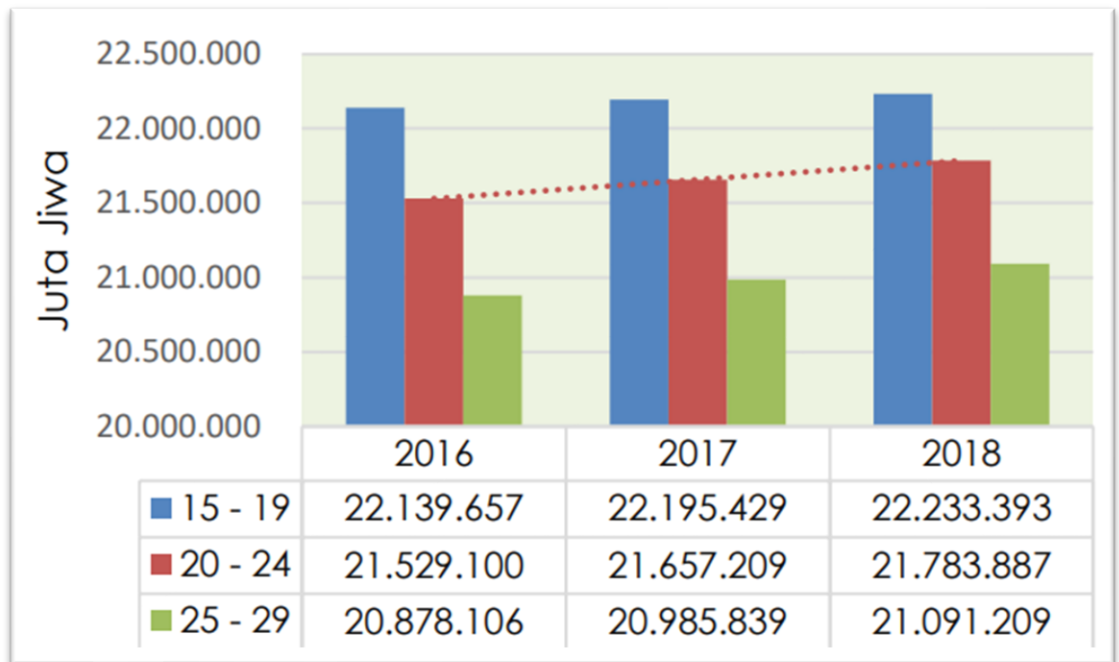
Although it is easy to follow trends, Gen Z is attached to a critical and analytical nature. They will not easily believe something until they prove it themselves. But on the bright side, when they already believe in something, they will not hesitate to share it with people around them or on social media. It is proven that there are many Generations Z who do product reviews without being asked. They will share their opinions on the items they use or places they have visited voluntarily. So active Gen Z on social media is a great opportunity for businesses to create effective word of mouth. This is because they can become influencers in every friendship and community they follow.

5. Caring about Social Issues and Proud of Local Brands

Unlike the two previous generations, where millennials prioritize experiences and Generation X is very fond of things related to status, Generation Z highly values uniqueness. They like to take roles and contribute to advancing local brands. Not only that, they also care about social issues and will support brands that pay more attention to these issues. This phenomenon can be utilized by F&B businesses to collaborate with relevant parties to advance local brands and contribute to reducing social issues. This approach will attract the attention of Gen Z and make them loyal consumers. Understanding the characteristics of Gen Z is the best way to capture a larger market reach. The more we understand the personas they have, the easier it will be for businesses to create more accurate marketing strategies.

Based on the population growth by age group in Indonesia over the last 3 (three) years (2016-2018), the 20-29 age group has shown a continuously increasing trend.

Development of the Population of the Age Group 15-29 Years in Indonesia



Sources; Central Bureau of Statistics, 2018

This group of residents aged 20 to 29 is categorized as Generation Z. According to Wikipedia Indonesia (2018), Generation Z refers to the generation born between 1995 and 2016. It is a transitional generation from Generation Y and is the offspring of Generation X, with some of them having parents from Generation Y. This generation is in the era of the rise of internet technology. They are also commonly referred to as their Generation, net generation, or internet generation. This generation has similarities with Generation Y, but they can perform all activities simultaneously, such as using social media on their phones, browsing on PCs, and listening to music with headsets. Whatever they do is mostly related to the internet world. Since childhood, they have been familiar with advanced technology, which indirectly influences their personalities in terms of consumption and spending.

CONCLUSION

Generation Z (Gen Z) has unique perceptions and expectations regarding the transformation of culinary quality and services influenced by various factors, including social media, diverse food preferences, and awareness of sustainability. Based on research, around 60% of Gen Z feel that the quality of culinary products often does not meet their expectations, both in terms of taste and presentation. They also believe that the service in restaurants is often less friendly and quick. This shows that Gen Z has high expectations regarding the quality of food and service, which are important factors in their purchasing decisions.

Social media plays a significant role in shaping Gen Z's culinary preferences. They often seek inspiration from food influencers on platforms like Instagram and TikTok, which influence their food choices. Gen Z not only relies on recommendations from friends but is also influenced by visually appealing content on social media, making culinary experiences a part of their identity and lifestyle. Gen Z tends to be open to trying various types of food from different cultures. They desire innovation in cuisine that includes new flavour combinations and unique experiences. The desire to experiment

with new foods shows that they are not only looking for comfort but also adventure in their culinary experiences.

Gen Z's awareness of sustainability issues is very high. They prefer environmentally friendly and healthy food, and support ethical business practices. This reflects their hope that the culinary industry adapts to the values of sustainability and health, which are becoming increasingly important to this generation. Overall, Gen Z has a critical perception of the quality of culinary products and services. They hope to see a transformation in the culinary industry that not only meets taste expectations but also reflects values of sustainability and innovation. With the strong influence of social media, Gen Z has become a major driver of change in culinary preferences, pushing the industry to adapt to their demands.

Perception and expectations of Gen Z regarding the transformation of culinary quality and services, among others:

1. Perception of Quality and Service

Gen Z tends to have high standards when it comes to food quality and culinary services. They value the importance of taste, presentation, cleanliness, and authenticity of ingredients. In addition, the overall experience, including the ambiance of the dining place and interactions with the staff, becomes a key factor in shaping a positive perception.

2. Hope for Culinary Transformation

Menu Innovation: Gen Z desires a creative and trend-following menu variety, such as healthy, plant-based, or fusion cuisine.

- Technology in Services: Expectations for the convenience of technology-based services, such as online booking, digital payments, and service personalization, are very high.
- Sustainability: They value practices that support sustainability, such as the use of eco-friendly packaging and local sourcing of materials.
- Speed and Efficiency: Short wait times and responsive service are top priorities.
- Instagrammable experience: Culinary places with unique and photogenic designs attract the attention of Gen Z.

3. The Influence of Social Media

Gen Z is greatly influenced by social media when choosing dining places.

Testimonials, reviews, and attractive visuals on social media often serve as their main references.

4. Emotional Connection

Gen Z values experiences that provide emotional connections, such as the stories behind the menu or culinary ventures that support the local community.

Transformation in the culinary world needs to focus on quality, innovation, and a holistic customer experience to meet the needs and expectations of Gen Z. By understanding the preferences of this generation, culinary entrepreneurs can create services that are relevant, competitive, and memorable.

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