

Reimagining Tradition: How Tourist Generation Z Perceives Modern Twists on Yogyakarta's Bakpia

Suci Sandi Wachyuni¹, Kadek Wiweka^{2*}, Nicko Gana Saputra³

^{1,3}*Politeknik Sahid*

²*Université d'Angers*

Email: sucisandi@polteksahid.ac.id, kadek.wiweka@etud.univ-angers.fr

Abstract: Generation Z is highly susceptible to the influences of globalization, particularly in shaping their purchasing preferences. This phenomenon extends to the food and beverage industry, where traditional culinary practices undergo modifications to align with contemporary tastes. One such example is bakpia, a renowned traditional pastry from Yogyakarta. Recognizing this trend, the present study seeks to explore the perceptions of Generation Z tourists regarding the modern adaptations of bakpia in Yogyakarta. Employing a quantitative research approach, data were collected through questionnaire distribution, targeting Generation Z tourists as the primary respondents. A purposive sampling technique was applied, yielding a total sample of 108 respondents. The collected data were analyzed using descriptive statistical methods. Findings indicate that Generation Z tourists exhibit a stronger preference for modified versions of bakpia over its original form. Among the key product attributes assessed, menu variety emerged as the most influential factor, followed by product quality, price, taste, information availability, and cleanliness. Conversely, portion size ranked lowest in influencing purchase decisions. By understanding Generation Z tourists' perceptions of bakpia modifications, this study provides valuable insights into tourist behavior and offers strategic recommendations for entrepreneurs in the food and beverage sector—particularly those specializing in traditional bakpia production. The findings highlight opportunities for business innovation, enabling culinary enterprises to enhance their offerings in response to evolving consumer preferences. This study is original and contributes novel insights, as previous research has not specifically examined Generation Z tourists' perceptions of traditional pastry modifications in Yogyakarta. Prior studies have largely focused on broader generational comparisons or general tourist perceptions rather than honing in on a single traditional delicacy. Thus, this research bridges a critical gap in the literature and offers a foundation for future explorations in the intersection of globalization, culinary adaptation, and generational consumer behavior.

Keywords: Perception, Generation z, Modification, Pastry, Bakpia, Yogyakarta

Abstrak: Generasi Z merupakan generasi yang rentan terpengaruh globalisasi terutama mengenai preferensi mereka dalam melakukan pembelian. Pengaruh globalisasi juga dapat dirasakan pada industri makanan dan minuman seperti modifikasi kuliner tradisional. Bakpia sebagai makanan khas Yogyakarta merupakan salah satu kuliner yang mengalami modifikasi. Berangkat dari hal ini, penelitian ini bertujuan untuk mengetahui persepsi wisatawan generasi Z terhadap modifikasi bakpia di Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan metode pengumpulan data melalui kuesioner. Subjek penelitian adalah wisatawan generasi Z. *Purposive sampling* digunakan dalam penelitian ini dengan jumlah sampel sebanyak 108 responden. Data dianalisis menggunakan statistik deskriptif kuantitatif. Hasil penelitian ini menunjukkan bahwa wisatawan generasi Z menyukai keberadaan bakpia yang telah mengalami modifikasi dibandingkan dengan bakpia original. Nilai rata-rata tertinggi berada pada indikator variasi menu, diikuti oleh kualitas produk, harga produk, rasa produk, informasi produk, kebersihan produk, sedangkan porsi menempati urutan terakhir. Dengan mengetahui persepsi wisatawan generasi Z terhadap modifikasi bakpia di Yogyakarta, dapat memberikan pemahaman mengenai perilaku wisatawan serta dapat menjadi masukan bagi pelaku usaha di industri makanan dan minuman khususnya kuliner tradisional bakpia untuk meningkatkan strategi bisnis mereka. Penelitian ini bersifat orisinal dan dapat memberikan kebaruan bagi ilmu pengetahuan karena belum ada penelitian sebelumnya yang mengkaji persepsi wisatawan khususnya generasi Z terhadap modifikasi kuliner khas Yogyakarta yakni bakpia. Sebagian besar penelitian sebelumnya berfokus pada persepsi wisatawan dari berbagai generasi serta tidak berpusat pada salah satu jenis makanan tradisional.

Kata Kunci: Persepsi, Generasi z, Modifikasi, Pastry, Bakpia, Yogyakarta

1 INTRODUCTION

The rapid acceleration of globalisation has ushered in an era of unprecedented modernity, fundamentally reshaping societies worldwide. Change now occurs swiftly and on a vast scale, driven by advancements in transportation, information, and communication technologies (Mak et al., 2012). Globalisation represents the integration of economies, cultures, and societies through the movement of goods, services, capital, technology, and labour (Robertson, 1992). As a force of transformation, globalisation permeates various dimensions of human life, including economic, political, social, and cultural spheres (Md Ramli et al., 2022).

Among those most profoundly affected by globalisation is Generation Z, a cohort born into an era of rapid technological advancement and unparalleled digital connectivity. Their heightened exposure to global influences has shaped their consumer preferences, lifestyle choices, fashion trends, and even their cognitive frameworks. This openness to external influences has facilitated the seamless integration of globalisation into their everyday lives, making them particularly receptive to changes in various industries, including food and beverage consumption.

Globalisation has left an indelible mark on food production and consumption patterns, as culinary traditions increasingly adapt to evolving tastes and market demands (Mak et al., 2012). One notable manifestation of this influence is the modification of regional delicacies, wherein traditional recipes are reinvented to cater to contemporary palates. Modification, in this context, refers to an adaptation or transformation that alters an existing entity, whether in structure, composition, or function. In the culinary world, such

modifications often involve changes in ingredients, flavours, or presentation. A prime example is bakpia, a well-known traditional pastry from Yogyakarta, which has undergone significant alterations. While its original form is characterised by a mung bean filling, contemporary iterations now feature an array of flavours, ranging from chocolate and cheese to green tea and durian.

These modifications inevitably elicit varied perceptions among tourists, particularly those visiting Yogyakarta who purchase bakpia as a souvenir. The concept of perception is integral to tourism studies, as it refers to the cognitive process through which individuals select, organise, and interpret information to form a subjective understanding of the world (Sayangbatti & Baiquni, 2013). Simply put, perception is an individual's viewpoint or interpretation of an experience. In the context of tourism, a traveller's perception shapes their expectations of a destination both prior to and during their visit, ultimately influencing their decision-making process.

Perception plays a pivotal role in tourist behaviour, particularly in shaping their purchasing intentions. Before embarking on a journey, perception acts as a motivational force, stimulating the desire to experience or acquire a particular product. Once at the destination, perception continues to guide consumer choices, influencing purchasing decisions and overall satisfaction. Given this critical role, the present study seeks to examine the perceptions of Generation Z tourists regarding the modified versions of bakpia in Yogyakarta. As a generation deeply influenced by globalisation, their perspectives on the transformation of this traditional delicacy may provide valuable insights into shifting consumer preferences,

cultural adaptation in the food industry, and the evolving nature of culinary tourism.

2 LITERATURE REVIEW

Tourist Perception

Perception is a cognitive process that involves detecting, associating, interpreting, and retrieving internal information through the subconscious workings of the human mind (Wang, 2007). It can manifest as either a positive or negative opinion about a given subject. Within the context of tourism, perception is shaped by past travel experiences (Rajaratnam et al., 2015). When engaging in tourism, travellers inevitably consume tourism-related products, including those from the 13 categories of tourism enterprises as stipulated in Indonesia's Law No. 9 of 2010, one of which is the food and beverage sector. In this study, tourism products refer specifically to culinary experiences and the food products they generate. Tourist perception plays a crucial role in evaluating tourism satisfaction, making it a key indicator in assessing the quality and potential of a tourism product (Kim, J, 2014). A tourist's experience of consuming food and beverages is directly linked to their overall level of satisfaction. Several factors influence this perception, including product quality, pricing, emotional response, and social attributes (Chiu et al., 2014). These elements shape a tourist's opinion of a product and, consequently, impact its appeal and market sustainability.

Generation Z

Generation Z refers to individuals born between 1995 and 2009 (Chaney et al., 2017), meaning they were aged between 13 and 27 at the time of this study. (Mason et

al., 2022) identify four defining characteristics of Generation Z: An innate interest in emerging technologies; A strong preference for ease of access and usability; A desire for safety and security; and A tendency to seek escapism from the realities of everyday life. This generation has grown up amid rapid technological advancements and significant socio-political changes, making them highly digitally literate, adaptable, innovative, and creative (Priporas et al., 2017). Unlike Generation Y, Generation Z is more advanced in using technology and more open-minded, but less concerned with prevailing norms (Wachyuni et al., 2023).

Due to their exposure to constant change, their consumer behaviour has evolved considerably. They exhibit high expectations when engaging with products, prioritising experiential value over brand loyalty (Schlossberg, 2016). Generation Z prioritises experience when consuming products, valuing both the quality and uniqueness of the offerings (Damanik et al., 2023).

As a result, businesses face increasing pressure to innovate and develop new strategies to capture and retain Generation Z's attention (Priporas et al., 2017).

Culinary Modification

The rapid advancement of technology in the modern era has stimulated creativity and innovation across various industries, including the food and beverage sector. One significant outcome of this evolution is the modification of traditional cuisines, which serves to enhance their appeal without compromising their fundamental identity. Regional food modification refers to the process of altering the appearance, taste, or composition of a traditional dish to make it more appealing while still preserving its

original essence (Maulana et al., 2020). Culinary modifications typically begin with recipe adaptations, aimed at enhancing a dish's aesthetic appeal, variety, and quality—whether in terms of flavour, colour, aroma, texture, or nutritional value (Azza et al., 2016). According to Maulana et al (2020) recipe modifications generally fall into two categories: ingredient substitution and cooking technique adaptation. It is important to note that culinary modifications do not entail a complete transformation of the dish; rather, they introduce selective enhancements that retain the authenticity of the original recipe while catering to modern consumer preferences.

Bakpia: A Culinary Symbol of Yogyakarta

Bakpia is one of Yogyakarta's most iconic traditional pastries, widely recognised as a popular souvenir among tourists. It is a baked delicacy made from a dough of wheat flour, salt, sugar, water, and oil, with a filling traditionally composed of mung bean paste sweetened with sugar. Ihsan (2010) similarly describes bakpia as a pastry consisting of sweetened mung bean filling encased in a flour-based dough, which is then baked to achieve a soft yet slightly crispy texture. The high carbohydrate content (approximately 59.9%) in mung beans makes them an ideal filling, as they provide the required consistency and structure for the pastry (Bayu & Agus, 2014). While bakpia was originally available only in its traditional mung bean flavour, changing consumer preferences have led to innovative variations. Today, an array of new flavours—including chocolate, cheese, and fruit-infused varieties such as strawberry—has been introduced to appeal to modern palates. This evolution reflects the broader trend of culinary modification, where

traditional recipes are adapted to align with contemporary tastes, while still preserving the essence of cultural heritage. The evolution of cuisine is strongly influenced by personal, cultural, environmental, and social factors (Keramaris et al., 2025). Culinary modifications are carried out to enhance market value amidst the massive influx of foreign brands in Yogyakarta (Hendriyati, 2024).

3 METHODS

This study employs a quantitative descriptive research approach, which is used to systematically present an objective overview of a particular phenomenon through numerical analysis. According to (Arikunto, 2006), quantitative descriptive research involves collecting, interpreting, and presenting data in a structured manner to accurately depict a given condition. The data collection process in this study utilises purposive sampling, selecting participants based on specific criteria. The target population comprises Generation Z tourists visiting Yogyakarta, with the sample consisting of those who have experienced both traditional and modified versions of bakpia. The study aims to gather responses from approximately 50 to 100 participants, adhering to Roscoe (1975) sample size guidelines, as cited in (Sugiyono, 2014), which recommend a sample of no fewer than 30 and no more than 500 respondents for behavioural research. Following the distribution of questionnaires, validated responses were obtained from 108 participants.

In addition to primary data gathered through questionnaires, secondary data was sourced from existing literature and previous research. The collected data was subsequently processed and categorised to facilitate analysis in alignment with the study's research objectives. The data analysis was conducted using quantitative

descriptive techniques, incorporating validity and reliability testing of the questionnaire, mean value analysis, and frequency distribution assessment.

4 FINDING AND DISCUSSION

Findings

Bakpia is a renowned traditional delicacy from Yogyakarta, commonly enjoyed by locals and frequently purchased by tourists as a souvenir. According to Ihsan (2010), bakpia is traditionally made by combining mung beans and sugar, encased in a thin pastry shell, and baked to perfection.

However, as culinary trends have evolved, so too has bakpia. Modern adaptations have introduced a diverse range of fillings, including chocolate, cheese, green tea, and various fruit flavours, catering to changing consumer preferences. Several well-known brands have embraced these innovations, such as Bakpia Pathok 25, Bakpia Pathok 145, Bakpia Kencana, Bakpia Juwara Satoe, Bakpia Djawa, and Bakpiaku, each offering their own unique take on this beloved treat.

Respondent Profile and Characteristics

The demographic analysis of respondents in this study reveals a higher proportion of female participants, accounting for 73.1%, compared to their male counterparts. In terms of age distribution, the majority of respondents fall within the 17–22 age bracket, comprising 90.7% of the total sample. Regarding occupational background, university students represent the dominant group, making up 86.1% of respondents. This is followed by working professionals at 11.1%, while private-sector employees, school students, and homemakers each constitute 0.9% of the sample. A

comprehensive breakdown of respondent profiles and characteristics is provided in Table 1.

Table 1. Respondent Profile and Characteristics

Respondent Profile and Characteristics	Choice	Percentage (%)
Age	17 - 22 years	90,7
	23 - 27 years	9,3
Gender	Male	25,9
	Female	73,1
	Do Not Want to be Mentioned	0,9
Occupation	Student	0,9
	College Student	86,1
	Worker	11,1
	Private Employee	0,9
	Housewife	0,9

Source: Author’s Analytics (2024)

Validity and Reliability Testing of the Questionnaire

The validity test for the questionnaire was conducted using the corrected item-total correlation method. A statement was considered valid if the calculated correlation coefficient (r-value) exceeded 0.195. The validity test was performed on 108 respondents, assessing 19 questionnaire statements. The results confirmed that all statements met the validity threshold ($r > 0.195$), establishing the questionnaire as statistically valid.

For reliability testing, Cronbach’s Alpha was employed, with the benchmark set at a value greater than 0.195 to indicate reliability (Sinaga, 2019). The detailed

reliability test results are presented in Table 2.

Table 2. Reliability Test Results

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.880	0.887	19

Source: Author's Analytics (2024)

The reliability test results confirm that the questionnaire is statistically reliable, as all obtained values exceed the threshold of 0.195, indicating consistent and dependable measurements.

Generation Z's Perception of Yogyakarta's Modified Bakpia

Data on Generation Z's perception of modified bakpia, a signature delicacy of Yogyakarta, was collected from 108 respondents through a structured questionnaire. Their perception was evaluated using descriptive statistical analysis, encompassing seven key indicators: menu variety, product taste, product quality, hygiene standards, portion size, pricing, and information accessibility. A summary of these findings is presented in Table 3.

Table 3. Results of Descriptive Statistical Test of Generation Z's Perception of Bakpia Yogyakarta Modifications

Indicators	Mean
Menu variety	
I know that bakpia fillings have now been modified into various flavors.	4,64
Modified bakpia (filled with cheese, chocolate, kumbu, etc.) provides many menu choices for me.	4,65
Modified bakpia (filled with cheese, chocolate, kumbu, etc.) has many flavor choices that I like.	4,41
Bakpia with modified flavor fillings (cheese, chocolate, kumbu, etc.) suits	4,26

my taste.

I am more interested in buying bakpia with various modified flavor fillings (cheese, chocolate, kumbu, etc.) compared to one original flavor filling (mung beans). **3,81**

Total average 4,35

Flavour

The flavor variants of modified bakpia (cheese, chocolate, kumbu, etc.) reflect the typical taste of Indonesia. **3,19**

The flavor variants of modified bakpia (cheese, chocolate, kumbu, etc.) are in accordance with the characteristics of the bakpia itself (thin flour-based skin and soft and dense filling texture). **3,92**

The flavor variants of modified bakpia (cheese, chocolate, kumbu, etc.) are in accordance with the tongue of the Indonesian people. **4,08**

Total average 3,73

Product quality

Bakpia with modified flavors (filled with cheese, chocolate, kumbu, etc.) has good product quality. **4,03**

I still like modified bakpia (filled with cheese, chocolate, kumbu, etc.) even though it is not the same as the original. **3,75**

Total average 3,89

Product cleanliness

Modified bakpia (filled with cheese, chocolate, kumbu, etc.) has a good level of cleanliness. **4,03**

Modified bakpia (filled with cheese, chocolate, kumbu, etc.) has a good level of cleanliness compared to original bakpia. **2,96**

Total average 3,49

Portion size

The portion of modified bakpia (filled **3,05**

with cheese, chocolate, kumbu, etc.) is larger in volume than the original bakpia.	
The portion of modified bakpia (filled with cheese, chocolate, kumbu, etc.) is larger in quantity than the original bakpia.	2,96
Total average	3,00
Product pricing	
The price of modified bakpia (filled with cheese, chocolate, kumbu, etc.) with various flavors is affordable.	3,59
With the price circulating in the market, the quality of modified bakpia flavors (filled with cheese, chocolate, kumbu, etc.) is satisfactory.	3,91
The price of modified bakpia (filled with cheese, chocolate, kumbu, etc.) that I got encouraged me to buy modified bakpia (filled with cheese, chocolate, kumbu, etc.).	3,82
Total average	3,77
Product information	
I got information about bakpia from social media (instagram, tiktok, twitter, facebook, youtube, etc.).	3,51
I got information about bakpia from conventional media (flyers, banners, etc.).	3,43
The information from modified bakpia (filled with cheese, chocolate, kumbu, etc.) that I got encouraged me to buy modified bakpia (filled with cheese, chocolate, kumbu, etc.).	3,82
Total average	3,58

Source: Author's Analytics (2024)

Among the various indicators assessed in this study, the menu variety indicator received the highest average rating of 4.35, based on five statements. The most highly rated statement was that respondents agreed that modified *bakpia* offers a wide range of

flavour choices, achieving an average score of 4.65. This was followed closely by the statement that respondents were aware of the modifications in *bakpia* fillings, with an average score of 4.64. Additionally, the statement that respondents believed modified *bakpia* provides flavour options that suit their preferences scored 4.41, while the statement that respondents agreed the modified fillings align with their taste preferences had an average score of 4.26. The lowest-scoring statement under this indicator was that respondents were more inclined to purchase modified *bakpia* rather than the traditional version, which received an average score of 3.81.

The second-highest rated indicator was product quality, with an average score of 3.89, based on two statements. The highest-rated statement under this category was that respondents considered modified *bakpia* to be of high quality, with a score of 4.03. This was followed by the statement that respondents still appreciated modified *bakpia*, even though it differed from the original, which scored 3.75.

The third-ranking indicator was product pricing, with an average score of 3.77, based on three statements. The most highly rated statement was that respondents were satisfied with the price of modified *bakpia*, with a score of 3.91. This was followed by the statement that the price of modified *bakpia* encouraged respondents to make a purchase, which received 3.82. The lowest-scoring statement in this category was that respondents agreed that the price of modified *bakpia* was affordable, with an average score of 3.59.

The flavour indicator ranked fourth, with an average score of 3.73, based on three statements. The highest-scoring statement was that respondents agreed the modified *bakpia* flavours align with Indonesian tastes, which achieved an

average score of 4.08. This was followed by the statement that the modified fillings were in line with the traditional characteristics of *bakpia*, scoring 3.92. The lowest-rated statement in this category was that modified *bakpia* represents authentic Indonesian flavours, which had an average score of 3.19.

The product information indicator ranked fifth, with an average score of 3.58, based on three statements. The highest-rated statement was that respondents agreed that the information they received about modified *bakpia* influenced their purchasing decisions, scoring 3.82. This was followed by the statement that respondents primarily received information about modified *bakpia* through social media, with an average score of 3.51. The lowest-rated statement in this category was that respondents obtained information through conventional media, which scored 3.43.

The product cleanliness indicator ranked sixth, with an average score of 3.49, based on two statements. The highest-scoring statement in this category was that respondents believed modified *bakpia* maintains a good level of cleanliness, with a score of 4.03. Meanwhile, the lowest-rated statement was that modified *bakpia* was perceived as cleaner than the traditional version, which received an average score of 2.96.

Finally, the portion size indicator received the lowest overall rating, with an average score of 3.00, based on two statements. The highest-scoring statement was that respondents agreed that modified *bakpia* is larger in volume than the traditional version, with an average score of 3.05. The lowest-rated statement was that respondents believed modified *bakpia* contained more pieces than the traditional

version, which received an average score of 2.96.

Discussion

Profile and Characteristics of Generation Z in Relation to Yogyakarta's Traditional *Bakpia*

Analysis of the collected data reveals that Generation Z consumers who most frequently purchase modified *bakpia* are predominantly university students based in Yogyakarta. This finding aligns with Harsana (2011), who highlights that Yogyakarta, known as a "student city," serves as an educational hub with numerous schools and higher education institutions. Consequently, the majority of Generation Z tourists engaging in culinary tourism are local students.

From a gender perspective, female respondents constituted the majority, representing 73.1% (79 individuals) of the total sample. This suggests that women exhibit a stronger preference for modified *bakpia* as a signature Yogyakarta delicacy compared to men. This observation is further supported by (Wachyuni et al., 2021), who state that women tend to display a greater interest in culinary experiences than their male counterparts.

Tourists' Perceptions of Modified *Bakpia*

Bakpia, a delicacy rooted in the cultural fusion of Chinese and Javanese influences, has undergone significant transformation over time. Initially prepared with lard, it later evolved into a round pastry free from animal fats, making it accessible to a wider audience (www.kebudayaan.jogjakota.go.id, 2025). This culinary adaptation reflects a strong tradition of tolerance between local

Javanese and Chinese communities. Over time, the variety of *bakpia* flavours has expanded beyond the traditional mung bean filling to include contemporary options such as cheese, chocolate, and durian.

Findings from this study indicate that Generation Z's perception of modified *bakpia* is overwhelmingly positive across all seven assessed indicators, as reflected in the consistently high average scores. A higher indicator score correlates with a more favourable perception among tourists. The highest-rated indicator was menu variety, followed by product quality, pricing, taste, information availability, and cleanliness, while portion size received the lowest average rating.

The menu variety indicator achieved the highest average score, signifying that tourists appreciate the diverse flavour options available. (Gumelar et al., 2015) Gumelar et al (2015) emphasise that menu variety plays a significant role in influencing consumer purchasing decisions—the broader the selection, the stronger the motivation to buy.

The second-highest rated indicator was product quality, underscoring its crucial role in consumer satisfaction. This aligns with Santoso (2017), who highlights that product quality is a key factor in competitive advantage and customer satisfaction. A product's quality is perceived as superior when it either surpasses or at least matches that of its competitors. Furthermore, Rosita et al (2022) emphasise that product quality is key for business actors in offering their products to consumers.

In terms of pricing, respondents found the cost of modified *bakpia* to be reasonable and appealing, further encouraging purchase decisions. Price is a critical factor in consumer behaviour, as supported by (Lestari & Yusuf, 2019) who

assert that affordability and perceived value significantly impact purchasing decisions. A well-balanced price—one that aligns with quality and benefits—enhances consumer willingness to buy.

The taste indicator also received a relatively high score, indicating that Generation Z tourists find the modified *bakpia* flavours well-suited to Indonesian palates. This is a decisive factor in purchasing behaviour, as (Andaresta, 2020) notes that flavour is a determining element in whether consumers accept or reject a product. Taste evaluation is an essential step in the decision-making process.

Regarding product information, the study found that effective communication through social media and traditional media platforms significantly influenced purchase decisions. This finding aligns with (Barata, 2003), who argues that the efficiency of communication media facilitates smoother information dissemination. Hardiawan (2013) and Adityo (2011) further support this, stating that the quality of information has a strong and positive impact on consumer purchasing behaviour.

Despite the generally favourable perceptions, cleanliness emerged as an area requiring improvement, as the majority of respondents were not fully convinced that modified *bakpia* was cleaner than its traditional counterpart. Cleanliness is a crucial determinant of consumer trust and purchasing decisions, as highlighted by Imamsyah et al (2022), who found that hygiene standards significantly influence consumer choices. Therefore, maintaining high hygiene standards should be prioritised to enhance customer confidence and encourage repeat purchases.

The portion size indicator received the lowest rating, with respondents feeling that modified *bakpia* was smaller in both volume and quantity compared to the

original mung bean-filled variety. This resulted in a lower level of satisfaction among consumers. Sugiarto et al (2014) emphasize that portion size is an essential aspect of food quality, while (Riyanto, 2013) asserts that portion size directly influences customer satisfaction. When a product meets consumer expectations in terms of portion, satisfaction levels increase. In order to maintain consumer interest in Bakpia, the innovation capabilities of Bakpia business actors must be continuously enhanced (Nurhayati et al., 2021).

5 CONCLUSIONS

Globalisation has brought significant transformations across various aspects of life, including the food and beverage industry. One striking example is the evolution of bakpia, a traditional delicacy from Yogyakarta. Originally, bakpia was a baked pastry filled with mung beans and sugar, encased in a thin flour-based shell. However, in response to changing consumer preferences and global influences, this iconic treat has undergone modifications with a diverse range of flavours, catering to contemporary tastes.

As a generation deeply shaped by globalisation, Generation Z exhibits a strong preference for modified bakpia. Findings from this study indicate that the majority of Generation Z consumers of modified bakpia are female, aged between 17 and 22, and predominantly based in Yogyakarta. Their perception of modified bakpia is generally positive, as reflected in the seven assessed indicators. Among these, menu variety emerged as the most highly rated factor, followed by product quality, pricing, taste, information availability, and cleanliness, while portion size received the lowest rating.

Understanding Generation Z's perception of modified bakpia provides valuable insights for producers in refining their product offerings and marketing strategies. One of the key benefits of menu diversification is its role in enhancing Generation Z's awareness of local culinary heritage. As global food trends continue to dominate, fostering appreciation for traditional dishes is crucial in preserving Indonesia's rich gastronomic culture.

The rising interest in modified bakpia among younger consumers presents an opportunity to reignite enthusiasm for its original version. Therefore, it is recommended that businesses focus on enhancing the quality, flavour, information dissemination, and hygiene standards of both modified and traditional bakpia.

Beyond the business sector, government bodies, cultural institutions, and academia play an essential role in promoting local cuisine among Generation Z. A proactive approach would be the development of accessible digital culinary references or encyclopaedias on traditional Indonesian foods. Given Generation Z's digital fluency, such resources would serve as effective educational tools to deepen their understanding and appreciation of indigenous culinary traditions. Future studies are encouraged to explore in greater depth how modifications to Bakpia affect the preservation of Yogyakarta's traditional culinary heritage. Additionally, research could focus on strategic efforts to position Bakpia as a key element of the region's gastronomic tourism appeal.

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