

Do Culinary Preferences Vary Across Generations? Yogyakarta Experiences

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Abstract: The purpose of this research is to determine the culinary preferences of tourists in each generation, namely generation X, generation Y, and generation Z in Yogyakarta. Each generation has significant characteristic differences, as well as their culinary preferences. Generation X likes the practical nature of making consecutive visits to one restaurant that they think suits their taste. Generation Y tends to choose classy food with a fairly expensive price range which is in accordance with those who are at the peak of their careers. Generation Z will choose food by placing an order on an online application because of the high amount of using gadgets. To find out more about culinary preferences, a demographic segment analysis was carried out in each generation using quantitative research on data collection through library research and questionnaire surveys. Therefore, this research is expected to provide understanding and knowledge to readers regarding the culinary preferences that tourists are interested in each generation group, namely Y Generation, and Z Generation.

Keywords: Preference, Yogyakarta, Culinary, Z generation, Y generation

Abstrak: Penelitian ini bertujuan untuk mengetahui preferensi kuliner terhadap pada masing-masing generasi yaitu generasi X, generasi Y, dan generasi Z di Yogyakarta. Masing-masing generasi memiliki perbedaan karakter yang signifikan, begitu pula pada preferensi kuliner yang mereka miliki. Pada generasi X menyukai sifat praktis dengan melakukan kunjungan berturut-turut pada satu restoran yang menurut mereka cukup sesuai dengan selera. Pada generasi Y cenderung memilih makanan berkelas dengan rentang harga yang cukup tinggi, dimana hal ini sesuai dengan diri mereka yang sedang berada pada puncak karir. Sementara itu, generasi Z cenderung memilih makanan dengan melakukan pemesanan pada aplikasi online dikarenakan tingginya penggunaan gawai. Adapun untuk mengetahui preferensi kuliner lebih lanjut, maka dilakukan adanya analisis demografis pada masing-masing generasi dengan menggunakan penelitian kuantitatif pada metode pengumpulan data melalui survey kuesioner. Oleh karena itu, penelitian ini diharapkan dapat memberikan pemahaman dan pengetahuan lebih kepada pembaca mengenai preferensi kuliner yang diminati setiap kelompok generasi yaitu Generasi Y dan Generasi Z.

Kata kunci: Preferensi, Yogyakarta, Kuliner, Generasi Z, Generasi Y

1. INTRODUCTION

Tourism is a highly favored industry, both internationally and in Indonesia. This phenomenon is attributed to tourism activities or products that have a strong connection to people's everyday existence. An illustration can be found in the realm of food and beverages. This tourism product is an essential necessity for every individual and is inseparable from everyday life.

Within the tourist industry, activities that pertain to food and beverage items are commonly known as 'culinary' or culinary. Presently, the culinary industry, particularly in Indonesia, is seeing significant growth. Each region has designated establishments for dining and beverages that are recommended for visitors to that specific location. Technology facilitates the dissemination of information. Publications disseminated through social media platforms, which encompass recommendations for popular, widely-shared, and lesser-known locations, can exert diverse influences on these establishments. Hence, numerous gastronomic enterprises are striving to enhance their products by keeping up with the latest advancements in order to outperform their competitors in the culinary industry.

Food is becoming an important component in destination marketing (Stalmirska, 2019). Today's tourism promotes experience and cultural resources (Yeoman et al, 2015). Especially for Generation Z and Generation Y who seek experience (Damayanti et al., 2023).

To comprehend this issue, researchers aim to ascertain the gastronomic inclinations of popular food and beverages among the general population. They plan to analyze each sector, particularly demographically, focusing on generational groupings, specifically Generation Y and Generation Z. The investigation was carried out with a specific emphasis on the city of Yogyakarta. Therefore, it is anticipated that

this research will offer valuable insights and resources for future investigations and serve as a valuable reference for culinary enterprises in Indonesia.

This research tries to ascertain the gastronomic preferences of Generation Y and Generation Z communities. In addition, this study also seeks to examine disparities in gastronomic tastes among different generations.

2. LITERATURE REVIEW

This research cites multiple prior studies. The following research is cited to substantiate gastronomic preferences in each generation. Generation Y is commonly referred to as Echo Boomers, as stated by Kotler and Keller (2012). The current generation demonstrates a high level of social awareness and exhibits a strong concern for environmental matters. They possess discerning, self-assured, and restless qualities. Generation Y typically exhibits a cheerful disposition and places a strong emphasis on collaboration and teamwork. This generation spans from 1980 to 1995.

Dolot (2018) posits that Generation Z exhibits distinct attributes compared to previous generations. Generation Z is a cohort that has effortless access to information pertaining to various subjects. The ongoing communication between them occurs through the utilization of diverse communication gadgets or social media platforms. This current generation desires to rapidly attain a remarkable professional trajectory without exerting any effort.

Indonesia boasts a diverse range of culinary flavors, encompassing both local Indonesian dishes and international delicacies. Despite the global popularity of local cuisine, there is a significant number of young individuals who favor international gastronomic delights over those from their own country. Hence, this study aims to examine the gastronomic inclinations of Generation Y and Z in Yogyakarta, a city with a prominent student population comprised mainly of young

individuals Local cuisine is characterized by food that is closely associated with a certain place and has been handed down as a tradition from one generation to the next (Pieniak et al., 2009). Foreign cuisine is characterized by unique features that are derived from its country of origin, including associations with natural conditions, specific factors like geography, climate, agriculture, history, and culture (Nenes, 2009).

The initial ordering technique that researchers will examine is dining in or consuming food on the premises. As stated by Canny in Irawan's (2017) research, the act of dining in at a restaurant is closely linked to the overall experience of eating food. This includes various aspects such as customer evaluations, the quality of food and service, and the ambiance of the restaurant environment. The second method of ordering is through take-away. Blow et al (2019) argue that the technique of ordering take away meals has a social influence since it promotes social ties and aligns with hedonistic behaviors. In addition, a study conducted by Blow et al (2019) demonstrates that a feeling of unity can be more readily elicited by the act of making takeaway purchases. This is because consuming takeaway food can save time, save expenses, and compromise on quality.

The subsequent technique of placing an order is through a delivery order. Kim, Wang, and Malthouse (2015) assert that the increasing adoption of smartphones and mobile applications has led to a transformation in the way customers engage with products in their everyday lives. Particularly Generation Z, which possesses adeptness in digital technology. Consequently, researchers selected delivery orders as a reliable measure of individuals' food preferences.

In addition to culinary categories and methods of ordering, it is crucial to examine the factors influencing restaurant selection when considering the food preferences of generations Y and Z. Restaurants, as providers of food, have a

significant influence on shaping individuals' eating choices. The initial indicator is the ambience. Ambience encompasses various factors such as the temperature of the room, the interior decorating, the lighting, the outside appearance, the music, the noise level, and the fragrance (Zeithaml and Bitner, 2003). Ambience refers to the overall environment of a restaurant that is experienced by both customers and individuals involved in the restaurant industry through their five senses.

The following metric is facilities. Sulastiyono (2011) defines amenities as physical equipment provided to facilitate customers in carrying out their activities and meeting their needs. Facilities serve as a determinant of preference since the convenience with which consumers may engage in activities within the restaurant will impact customer happiness. In addition to ambience and amenities, taste is another significant indicator. The taste of a product can have a significant impact on the purchasing decisions of clients or consumers (Mustafid and Gunawan, 2008).

Another significant metric to consider is the level of service quality. Rangkuti (2006) defines service quality as the provision of services that directly impact customer satisfaction.

3. RESEARCH METHODS

This research aims to serve as a reference for the advancement of local Indonesian cuisine and other studies pertaining to the culinary preferences of these three generations. The criteria we employ to ascertain the gastronomic inclinations of generations Y and Z encompass culinary classifications, methods of food procurement, and factors influencing restaurant choices. The researchers in this study classified culinary types into two categories: local and foreign. Our establishment offers three ordering methods: dine-in, takeaway, and delivery. Our criteria for selecting restaurants include

ambience, facilities, taste, and service quality.

This study employs a quantitative methodology, utilizing data collection methods through the administration of questionnaires. The study utilized a sample of 35 individuals from each generation Y and Z, specifically from the Yogyakarta population. In total, there were 70 respondents included in the study. According to Sekaran (2006), the sample size in quantitative research is sufficient, with 30–500 respondents. The survey was sent electronically in December 2022. The data analysis included descriptive statistics and Chi Square, utilizing a nominal scale, to ascertain disparities in the selection of culinary genres and ordering approaches across different generations. Applying the One Way Anova method on a numerical scale to assess the disparities in the impact of ambience, facilities, taste, and service on restaurant selection across different generations. The research focuses on the demographic of Yogyakarta, namely the individuals belonging to generations Y and Z, who are the dependent variable in this study. Additionally, this research encompasses three distinct factors: restaurants, ordering techniques, and cuisine kinds. Key variables that contribute to the overall quality of a restaurant are its ambience, amenities, taste, and service. Consideration of ordering methods, including dining in, delivery, and takeout. Factors related to cuisine, including local and international culinary delicacies.

The acquired data is categorized into primary and secondary data. The collection of primary research data was conducted utilizing quantitative methodologies. The primary data collection involved delivering online questionnaires to a total of 70 research subjects, consisting of 35 individuals from Generation Y and 35 individuals from Generation Z. All participants were inhabitants of Yogyakarta. The investigation collected secondary data from a variety of sources,

including books, scholarly journals, and offline and internet documents.

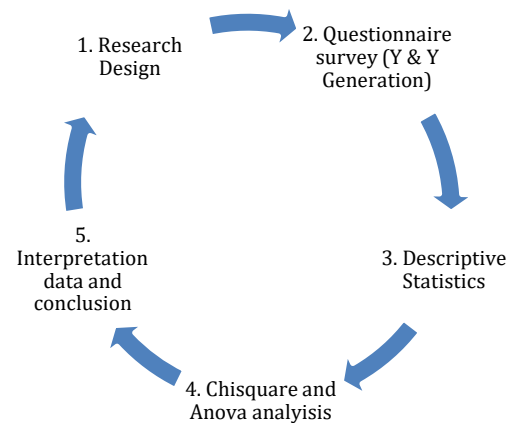


Figure 1. Research method flow chart

Source: Primary data, 2023

4. RESULT AND DISCUSSION

The questionnaire survey results reveal that the research subjects consist of 35 persons who are either current or former residents of Yogyakarta. Among them, there are 35 individuals from Generation Y (aged 25-40) and 35 individuals from Generation Z (aged 17-24). Out of the 70 responders, 42.9% of them, or 30 individuals, were males who expressed an interest in the culinary field. Conversely, there are 40 individuals who are female culinary enthusiasts, which accounts for 57.1% of the total.

Table 1. Gender Data of Intergenerational Research Subjects

Gender	Generation	
	Z	Y
Man	20%	23%
Woman	30%	27%

Source: Primary data, 2023

When examined more closely, the proportion of male participants in Generation Y was 23%, but the proportion

of male participants in Generation Z was 20%. Unlike female respondents, the percentage of respondents from Generation Y was 27%, while the percentage of respondents from Generation Z was 30%. According to the data, it is evident that the proportion of female respondents interested in culinary tourism or the culinary field is higher than that of male respondents in every generation. According to the survey findings, it is evident that the majority of respondents, specifically 80% out of the 70 participants, have a preference for local or traditional Indonesian cuisine. Specifically, there were 26 individuals from Generation X and 30 individuals from Generation Y. There were a total of 9 members from Generation that had foreign culinary backgrounds.

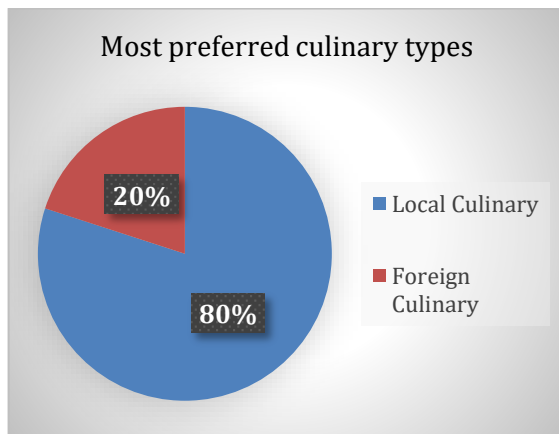


Figure 2. Percentage of Culinary Types
Source: Primary data, 2023

According to the survey results, it is evident that the preferred mode of ordering for all respondents is dine-in, namely 81.4% or 57 persons. After the 'order application' procedure is executed, it results in a total of 14.3% or 10 persons. Only 4.3% of respondents, namely 3 persons, least preferred the takeaway ordering option.

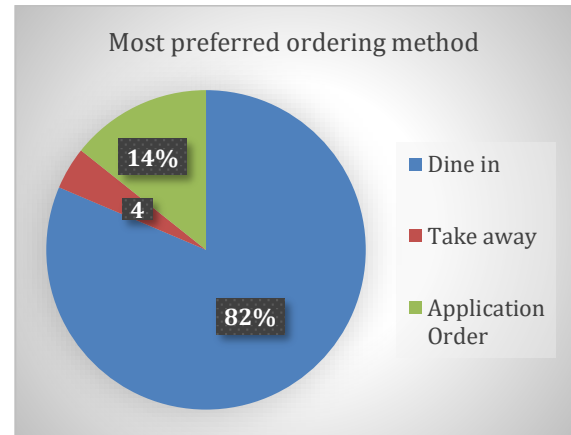


Figure 3. Percentage of ordering methods

Source: Primary data, 2023

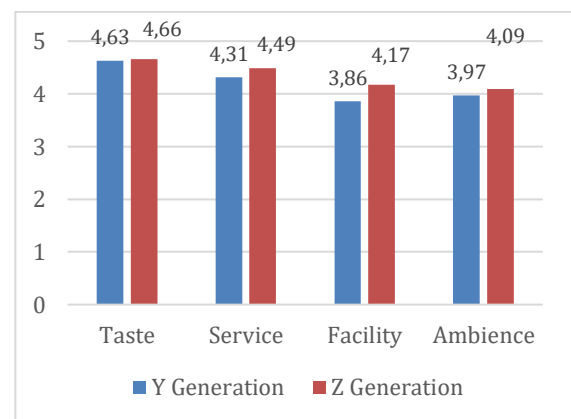


Figure 4. Comparison of Mean Restaurant Selection Factors Between Generations

Source: Primary data, 2023

According to the graph, it is evident that respondents consider restaurant elements such as ambience, amenities, taste, and service to be highly relevant in choosing their choice of restaurant. In summary, taste is the primary determining factor when it comes to restaurant selection for both Generation Y and Generation Z, with average ratings of 4.63 and 4.66, respectively. This is in accordance with research by Rosita et al (2022), which states that flavor are the main contributor of consumer satisfaction in the Restaurant.

The restaurant aspects that most significantly influence Generation Y's choice of restaurant, in descending order, are service (with an average rating of 4.31), ambience (with an average rating of 3.97), and facilities (with an average rating of 3.86). Generation Z's choice of restaurant is primarily influenced by elements such as service, amenities, and ambience. These factors are ranked in order of importance, with service having an average rating of 4.49, facilities with an average rating of 4.17, and ambience with an average rating of 4.09.

Chi-Square Tests

a. Culinary Type

Table 2. Culinary Type Respondent Data

Types of Culinary	Respondents		Total
	Z	Y	
	Local	Foreign	
	30	26	56
	5	9	14
Total	35	35	70

Source: Primary data, 2023

According to the given data, there were a total of 30 respondents who preferred local culinary varieties among generation Y, whereas 5 respondents preferred foreign culinary types. Meanwhile, there were 26 participants who responded to the survey on local culinary options among individuals in generation Z, while 9 participants responded regarding foreign culinary options.

Table 3. Chi-Square Test Results

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.429 ^b	1	.232		
Continuity Correction ^b	.804	1	.370		
Likelihood Ratio	1.445	1	.229		
Fisher Exact Test				.371	.185
Linear-by-linear Association	1.408	1	.235		
N of Valid Cases	70				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.00
b. Computed only for a 2x2 table

Source: Primary data, 2023

According to Damanik et al (2023), there are changes in travel behavior between Generations Y and Z, particularly in the frequency of digital media use, with Generation Z using it more frequently, both for information and sharing experiences. Meanwhile, there may be variances in the cuisine types chosen. Hence, the following hypothesis is established:

Hypothesis

Ho: There is no difference between the choice of culinary type for generation Y and generation Z

Ha: There is a difference between the choice of culinary type for generation Y and generation Z

The chi-square test output provides the Asymp value. If the significance level is 0.232, then the null hypothesis (Ho) is accepted and the alternative hypothesis (Ha) is rejected. Therefore, based on the aforementioned conclusion, it may be inferred that the null hypothesis (Ho) is accepted and the alternative hypothesis (Ha) is rejected, indicating that "There is no discernible distinction in the culinary preferences between generation Y and generation Z". This can also be understood as the impact of a wide range of culinary styles on the gastronomic preferences of each generation.

b. Ordering Method

Table 4. Respondent data on ordering methods

Ordering methods	Respondents		Total
	Z	Y	
Dine in	28	29	57
Take away	1	2	3
Delivery			
Order	6	4	10
Total	35	35	70

Source: Primary data, 2023

According to the provided data, there were 28 respondents who preferred the dine-in ordering method in the generation Y group, 1 respondent who preferred take away, and 6 respondents who preferred delivery orders. Meanwhile, there were 29 respondents who preferred the dine-in ordering technique in generation Z, while 2 respondents preferred take away, and 4 respondents preferred delivery orders.

Table 5. Chi-Square Test Results

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.751 ^a	2	.687
Likelihood Ratio	.760	2	.684
Linear-by-linear Association	.250	1	.617
N of Valid Cases	70		

Source: Primary data, 2023

Previous research by Wachyuni et al (2022) validated the findings of this study, indicating that the majority of generation Z and generation Y tourists choose dine-in over takeout or delivery orders. However, additional testing is required to ensure its reliability. As a result, the theory presented below was established.

Hypothesis:

Ho: There is no difference between the choice of ordering method for generation Y and generation Z

Ha: There is a difference between the choice of ordering method for generation Y and generation Z

The chi-square test output provides the Asymp value. If the significance level is 0.687, then the null hypothesis (Ho) is accepted and the alternative hypothesis (Ha) is rejected. Therefore, based on the aforementioned decision-making process, it may be inferred that "There is no discernible distinction between the selection of ordering methods among Generation Y and Generation Z."

c. Online Delivery Order Application

Table 6. Respondent Data for Online Delivery Order Application

Delivery order application	Respondents		Total
	Z	Y	
Grabfood	12	6	18
Gofood	13	11	24
Shopeefood	9	16	25
Other	1	2	3
Total	35	35	70

Source: Primary data, 2023

According to the given data, respondents in generation Y preferred the GrabFood online delivery order application with a total of 12 votes. GoFood received 13 votes, ShopeeFood received 9 votes, and 1 respondent chose other options. Among the respondents, the GrabFood online delivery order application was chosen by 6 individuals from generation Z, while GoFood was chosen by 11 individuals, ShopeeFood by 16 individuals, and 2 individuals preferred other options.

Table 7. Chi-Square Test Results

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.460 ^a	3	.216
Likelihood Ratio	4.532	3	.209
Linear-by-linear Association	4.218	1	.040
N of Valid Cases	70		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.50.

Source: Primary data, 2023

Previous research by Christian et al (2023) found that ShopeeFood is quite popular among Generation Z. However, one weakness of this study is that it does not assess its popularity across multiple generations. So the following hypothesis was proposed.

Hypothesis:

Ho: There is no difference in choosing an online delivery order application between generation Y and generation Z

Ha: There are differences in choosing online delivery order applications between generation Y and generation Z

The chi-square test output provides information on the Asymp value. If the significance level is 0.216, then the null hypothesis (Ho) is accepted and the alternative hypothesis (Ha) is rejected. Therefore, based on the aforementioned decision-making process, it can be inferred that "There is no discernible distinction between the preference for ordering methods among Generation Y and Generation Z."

ANOVA

In addition to culinary preferences, ordering techniques, and online food delivery platforms, researchers also assessed the impact of ambience, amenities, service, and flavor variables in the restaurant selection process among individuals from the Y and Z generations. In order to ensure precise findings, researchers employed the ANOVA technique to examine potential disparities in the impact of these four variables on restaurant selection between Generation Z and Generation Y.

The SPSS output indicates that the ambience factor has a mean value of 4.09, which is 0.08 higher than the mean of 3.97 for generation Y. In the facility factor, generation Z has a mean value of 4.17, while generation Y has a mean value of 3.86. Similarly, when it comes to the service aspect, generation Z has an average score of 4.49, which is more than the score of 4.31 achieved by generation Y. Generation Z had a mean taste factor score of 4.66, which was 0.03 higher than the mean score of 4.63 for generation Y. While generation Z excels in achieving higher mean scores in each restaurant selection category, the disparity in mean scores between generations in these four factors is minimal. This suggests that the average impact of factors in restaurant selection is equal between generation Z and generation Y. The significance value (Sig.)

in the table likewise provides us with these results.

Table 9. ANOVA Test Results

	ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Ambience	Between Groups	.229	1	.229	.237	.628
	Within Groups	65.714	68	.966		
	Total	65.943	69			
Facility	Between Groups	1.729	1	1.729	1.748	.191
	Within Groups	67.257	68	.989		
	Total	68.986	69			
Service	Between Groups	.514	1	.514	.756	.388
	Within Groups	46.286	68	.681		
	Total	46.800	69			
Taste	Between Groups	.014	1	.014	.035	.853
	Within Groups	28.057	68	.413		
	Total	28.071	69			

Source: Primary data, 2023

Previous research conducted by Priatmoko & Lorant (2021) stated that the success of the café and restaurant business is based on two concepts, namely atmosphere ambience and menu determination. But then it is necessary to examine how the differences in restaurant selection between generations are analyzed based on the following hypothesis.

Hypothesis:

Ho: There is no difference between generations Z and Y in terms of the magnitude of the influence of ambience, facilities, taste and service factors in choosing a restaurant.

Ha: There are differences between generations Z and Y in terms of the magnitude of the influence of ambience, facilities, taste and service factors in choosing a restaurant.

According to the data in the table, the ambience factor has a significance value of 0.628, which is greater than 0.05. Additionally, the F value for the ambience factor is 0.237, which is less than 3.98. The facility factor has a significant value of 0.191, which is greater than the threshold of 0.05. Additionally, the F value of 1.748 is less than the critical value of 3.98. The

Service Factor has a significant value of 0.388, which is greater than the threshold of 0.05. Additionally, the F value is 0.756, which is less than the critical value of 3.98. Meanwhile, the flavor factor has a significant value of 0.853, which is greater than 0.05. Additionally, the F value of 0.35 is less than 3.98.

Based on the obtained significance value (Sig.), it may be concluded that the four selection criteria have a value more than the specified probability of 0.05 and a value lower than F (less than 3.98). A p-value greater than 0.05 suggests that there is no significant difference in the average value or influence of this factor in restaurant selection between generations Z and Y. Conversely, the F value of 3.98 suggests that there is no discernible distinction between Generation Z and Generation Y regarding the extent to which atmosphere, facilities, taste, and service aspects influence their restaurant choices.

According to the findings of this investigation, generations Y and Z exhibit nearly identical traits and preferences when selecting gastronomic delights in Yogyakarta. Both of these generations have a preference for local/Indonesian cuisine over international cuisine. According to Setiawan's (2016) research findings, the present generation is experiencing a lack of interest in fast food and longing for the rural and traditional ambiance.

Both Generation Y and Generation Z have a preference for dining in or eating at the restaurant rather than opting for takeout or ordering through online delivery apps. Nevertheless, the swift advancement of digital technology, which aligns with the tech-savvy nature of these two generations, motivates academics to further analyze the favored online delivery order programs often utilized by these two age groups. The analysis reveals that Go Food is the preferred application among those belonging to generation Y, whilst generation Z tends to favor ShopeeFood as their primary application of choice. The primary factor driving Generation Z is the

affordability of prices and promotional offers. Meanwhile, the primary factor that drives generation Y to use the program is its practicality and the extensive range of menu options it offers, surpassing those of other applications.

Both Generation Y and Generation Z rated each factor highly in the analysis of determining variables in restaurant selection. While generation Z consistently achieves higher average scores in each aspect compared to generation Y, the difference in means between the two generations is not significant. These results suggest that these elements exert an equal influence when it comes to selecting a restaurant for both of these generations.

In addition, this investigation uncovered findings that contradicted earlier studies. According to Setiawan's (2016) research findings, men have a greater inclination towards indulging in culinary delights compared to women. In contrast to our research findings, female respondents exhibited a greater inclination towards indulging in culinary delights compared to their male counterparts.

5. CONCLUSION

Culinary tourism must prioritize sustainability, given the significance of culinary experiences in both local and international tourism. The culinary preferences of individuals are typically influenced by features that are passed down from one generation to another. The culinary preferences of different generations are shaped by various factors, including the type of cuisine, the technique of ordering, and the choice of restaurant. Members of Generation Y and Generation Z typically prefer local cuisine over international cuisine. Both generations exhibit a preference for the dine-in ordering approach as opposed to take away or delivery orders. There are no substantial disparities between generations Y and Z in terms of their selection of ordering technique and cuisine preferences.

The restaurant choices of Generation Y and Z are equally shaped by factors such as amenities, atmosphere, customer service, and flavor. Despite the distinct qualities of generations Y and Z, there are no substantial disparities in their restaurant preferences. Hence, it is imperative for every restaurant to offer top-notch amenities, exquisite flavors, pleasant atmosphere, and impeccable service to each patron, as these aspects significantly impact the preferences of customers across different age groups when selecting a dining establishment.

The findings of this study can serve as a valuable resource for stakeholders in the tourism industry and businesses in the food and beverage sector. Culinary tourism should prioritize characteristics such as flavor, amenities, atmosphere, and service. This study examines many aspects that influence purchasing decisions, specifically focusing on ordering methods, cuisine categories, and dining establishments. Additional research is anticipated to incorporate other elements, such as cultural aspects in culinary tourism, as well as promotion and packaging. Additional research should expand the sample size in order to achieve more precise outcomes.

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