Factors Influencing Millennial Generation's Interest to Traditional Cakes in Depok City

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A R T I C L E I N F O	ABSTRACT
	This study aims to determine what factors influence the millennial generation's interest to traditional cakes in Depok, in this case, the egg pancake. To solve the problem using a seven-factor approach, the marketing instruments studied are product, price, place, promotion, physical evidence, people, and process. This research uses quantitative methods with non-probability sampling techniques. The research location is in Depok, and random sampling is used to collect data. Data collection distributed questionnaires to 100 respondents. The regression analysis results on the seven independent variables affect the millennial generation's interest in the traditional Egg Serabi cake. Value simultaneously positively and significantly affects the millennial generation's interest in the traditional Egg Serabi cake. Furthermore, the value of the coefficient of determination indicates that the millennial generation's interest in the traditional Egg Serabi cake is still low. This study recommends anticipating cultural changes through lifestyle changes from local food consumption patterns and maintaining the existence of MSMEs so they can engage in marketing traditional cakes. *This is an open access article under the CC BY-NC license.*

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INTRODUCTION

Tourism development aims to increase local businesses in the tourism business (Sukamdani et al., 2022a; 2022b). One of them is by mobilizing local businesses in the regions. In this case, the central government is working with local governments to optimize the growth of Micro, Small and Medium Enterprises (MSMEs). Government Regulation no. 17 of 2013 concerning the implementation of Law no. 20 of 2008 states that business development is carried out for MSMEs. Business development may include the facilitation and implementation of business development. Central and regional governments prioritize MSME development in various ways. MSMEs have the flexibility and ability to adapt to rapidly changing market conditions compared to large-scale companies (Gherghina et al., 2020; Kustyadi & Wijayanti, 2021) .

The development of the culinary world today cannot be separated from the support of the younger generation or what we know as the Millennial Generation. Apart from the Millennial

Generation, MSMEs also benefit from the ease of capturing Millennial generation buyers. However, as foreign culinary delights enter the country, the millennial generation faces many choices. Unfortunately, they switched from local culinary options, including traditional cakes. Consequently, MSMEs must innovate and work hard to attract consumers from the Millennial Generation by serving culinary delights that interest them.

The current condition must be recognized that there are fewer and fewer MSMEs selling traditional cakes. Apart from MSMEs, the types of businesses engaged in the culinary field, such as restaurants, cake shops, and catering, promote foreign cuisine further. Few MSMEs and types of culinary businesses are still selling traditional cakes. It is what makes only a handful of the millennial generation still interested in liking traditional cakes. Several factors make the Millennial Generation still familiar with traditional cakes, including habits formed in the family, association, and sharing culinary information from the internet. Among the traditional cakes that can still be found being sold by MSMEs and other types of culinary businesses are the Egg Serabi cake in the city of Depok. The presence of this type of traditional cake still meets the criteria that the Millennial Generation is seeking. This study aims to analyze what factors influence the millennial generation's interest to the traditional egg Surabi cake in Depok city. This study uses a seven-instrument approach to marketing tools: product, price, place, promotion, physical evidence, people, and process.

Micro, Small and Medium Enterprises (MSMEs) have the flexibility and ability to adapt to rapidly changing market conditions compared to large-scale companies (Gherghina et al., 2020; Kustyadi & Wijayanti, 2021). In addition, MSMEs also have several advantages, including lifting the people's economy to increase people's income, create jobs and absorb labour. Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises states that the central and regional governments jointly empower and develop existing MSMEs. Business development may include the facilitation and implementation of business development. Central and regional governments prioritize the development of micro, small and medium enterprises in various ways. The marketing concept states that the key to achieving organizational goals is that the company must be more effective than competitors in creating, delivering, and communicating customer value to the selected target market (Kotler et al., 2018).

Seven Marketing Instruments, Furthermore, the marketing concept must be supported by seven marketing tools known as 7P (Kotler & Keller, 2008). The following explains the 7Ps in question: (1) Product: A product is a thing that can be offered to a market to satisfy a want or need. (2) Price: Price is a flexible marketing mix in which a price will be stable for a certain period, but in an instant, the price can increase or decrease which is contained in the income from sales. (3) Place: The various companies undertake to make the product accessible and available to target customers. This is because distribution aims to provide goods and services needed and desired by consumers at the right time and place (Ashworth & Voogd, 2012; Niedomysl & Jonasson, 2012). (4) Promotion: Promotion includes all the activities the company undertakes to communicate and promote its product to the target market. (5) People: People are the process of selecting, training, and motivating employees, which can later be used as a company differentiation in meeting customer satisfaction. (6) Physical evidence: Physical evidence is owned by service providers and addressed to consumers as a consumer value-added proposal. Physical evidence is a tangible form offered to customers or prospective customers. (7) Process: process, namely all actual procedures, mechanisms and flow of activities by which services are delivered, is a presentation system for service operations. The process is a form of activity to market goods or services to prospective customers (Mudie & Pirrie, 2012).

Millennial Generation, The millennial generation is called the echo boomers generation or the digital generation, a young generation that grows and develops with great dependence on digital technology (Pratama, 2012). According to (Research, 2011), the characteristics of this generation are

the first generation, which is actually the internet generation. This generation has a character that likes technology, is flexible, smarter, and tolerant of differences in culinary culture.

Traditional cake, The cake is a snack or snack that is not the main meal. Cakes usually taste sweet, or some are savoury and salty. The cake is the result of processing a dough or material containing various ingredients, including flour, be it wheat flour, rice flour or sago palm flour, mixed with other additives such as sugar, flavouring agents, colours, aromas, Etc. Several traditional cakes are being marketed/reintroduced to the millennial generation, namely the Egg Serabi Cake. Apart from that, this cake feels right to be served in places to eat that are frequented by millennials.

RESEARCH METHOD

This study uses a quantitative approach. This method is used to examine certain populations or samples using random sampling techniques. Data collection uses research instruments. Data analysis is quantitative or statistical to test the hypotheses set. The data is of primary type and comes from surveys or questions and interviews with 100 respondents. The sample of respondents is the millennial generation in the city of Depok. The sampling method uses a questionnaire in the form of closed or open questions or statements (Sugiyono, 2012).

This study used a questionnaire with a closed-question type. The proportion of instrument items consists of 4 question items for product factors, 4 question items for price factors, 3 question items for promotion factors, 3 question items for place or distribution factors, 3 question items for physical facilities factors, 5 question items for factors, 2 question items for process factors and 3 question items for millennial generation interest factors. The data that has been collected is then analyzed based on analysis using the SPSS (Statistical Package for Social Science) software program.

RESULTS AND DISCUSSIONS

Based on the testing results on each item of the research question instrument, it was declared valid (valid) because each item had an r-count value greater than the r-table value. Using 100 respondents with a confidence level of 95 per cent, obtained validity test results on seven independent variables, namely: five instruments Product between 0.373-0.720 (>0.196), four instruments Price between 0.653-0.771, three instruments Promotion between 0.874-0.869, three instruments Place between 0.720-0.739, three instruments of People between 0.940-0.941, five instruments of Physical Facilities between 0.744-0.822, three instruments of Process between 0.647-0.862. In the dependent variable, the three-interest millennial generation instrument validity test results are between 0.630-0.822. Then, the reliability test results show that each instrument has a reliability value that meets the requirements and is declared (reliable) because each Cronbach's Alpha value is above 0.60.

Table 1 shows the results of the linearity test on the product variable. It can be seen that the significance value is > 0.05, which is 0.798. It means that there is a significant linear relationship between product variables and the millennial generation's interest. According to the results of the linearity test, a similar relationship was also found in the other six variables having a significance value of > 0.05, namely price (0.439), promotion (0.886), place (0.404), people (0.607), physical facilities (0.138), and process (0.089).

Table 1. Linearity Test of 7P (Product, Price, Promotion, Place, People, Physical Evidence, Process)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat Generasi Milenial * produk	Between Groups	(Combined)	9,471	10	,947	,561	,841
		Linearity	,419	1	,419	,248	,620
		Deviation from Linearity	9,052	9	1,006	,596	,798
	Within Groups		150,319	89	1,689		
	Total		159,790	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat Generasi Milenial * harga	Between Groups	(Combined)	39,104	20	1,955	1,280	,218
		Linearity	9,231	1	9,231	6,043	,016
		Deviation from Linearity	29,872	19	1,572	1,029	,439
	Within Groups		120,686	79	1,528		
	Total		159,790	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat Generasi Milenial * promosi	Between Groups	(Combined)	9,497	6	1,583	,979	,444
		Linearity	6,726	1	6,726	4,162	,044
		Deviation from Linearity	2,771	5	,554	,343	,886
	Within Groups		150,293	93	1,616		
	Total		159,790	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat Generasi Milenial * tempat/ distribusi	Between Groups	(Combined)	13,498	8	1,687	1,050	,406
		Linearity	1,706	1	1,706	1,061	,306
		Deviation from Linearity	11,792	7	1,685	1,048	,404
	Within Groups		146,292	91	1,608		
	Total		159,790	99			

ANOVA Table

			Sum of Squares	Df	Mean Square	F	Sig.
Minat Generasi Milenial *sarana fisik	Between Groups	(Combined)	26,226	11	2,384	1,571	,122
		Linearity	2,842	1	2,842	1,872	,175
		Deviation from Linearity	23,384	10	2,338	1,541	,138
	Within Groups		133,564	88	1,518		
	Total		159,790	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat Generasi Milenial * process	Between Groups	(Combined)	19,671	7	2,810	1,845	,088
		Linearity	2,297	1	2,297	1,508	,223
		Deviation from Linearity	17,374	6	2,896	1,901	,089
	Within Groups		140,119	92	1,523		
	Total		159,790	99			

Table 2. Normality and Multicollinearity Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,11792504
Most Extreme Differences	Absolute	,068
	Positive	,068
	Negative	-,040
Test Statistic		,068
Asymp. Sig. (2-tailed)		,200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	7,305	2,100		3,479	,001		
Produk	,116	,054	,211	2,139	,035	,871	1,148
Harga	,073	,023	,306	3,137	,002	,892	1,121
Promosi	-,150	,082	-,224	-1,843	,069	,577	1,733
Tempat/ distribusi	-,127	,100	-,152	-1,271	,207	,594	1,684
Orang/ People	,071	,104	,066	,687	,494	,914	1,094
Sarana Fisik/ Physical Evidence	,048	,044	,107	1,094	,277	,897	1,115
Process	-,045	,098	-,057	-,458	,648	,552	1,812

a. Dependent Variable: minat generasi milenial

Table 2 shows the results of testing the data using the Normality and Multicollinearity tests, where it is known that the value of Sig. or probability in the Asymp line. Sig (2-tailed) is 0.200. Because of the value of Sig. more than 0.05, it is stated that the data is normally distributed. Overall the tolerance value is > 0.10. In particular, the product tolerance value is 0.871, Price is 0.892, Promotion is 0.577, Place is 0.594, People are 0.914, Physical Evidence 0.897, Process is 0.552. The VIF value of Product is 1.148, Price is 1.121, Promotion is 1.733, Place is 1.684, Person is 1.094, Physical Evidence is 1.115, Process is 1.812. The seven independent variables do not have multicollinearity, so there is no correlation between the independent variables in the regression model.

Table 3. Multiple Linear Regression Test Results, Partial (T-test), Simultaneous (F-test), and Coefficient of Determination (R^2)

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
jg1	(Constant)	7,305	2,100		3,479	,001
	Produk	,116	,054	,211	2,139	,035
	Harga	,073	,023	,306	3,137	,002
	Promosi	-,150	,082	-,224	-1,843	,069
	Tempat/ Distribusi	-,127	,100	-,152	-1,271	,207
	Orang	,071	,104	,066	,687	,494
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	Harga	,073	,023	,306	3,137	,002
	Promosi	-,150	,082	-,224	-1,843	,069
	Tempat/ Distribusi	-,127	,100	-,152	-1,271	,207
	Orang	,071	,104	,066	,687	,494
	Sarana Fisik/ Physical Evidence	,048	,044	,107	1,094	,277
	Process	-,045	,098	-,057	-,458	,648

a. Dependent Variable: Minat Generasi Milenial

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	36,064	8	4,508	3,316	,002b
Residual	123,726	91	1,360		
Total	159,790	99			

a. Dependent Variable: minat generasi milenial

b. Predictors: (Constant), harga, sarana fisik, promosi, poduk, tempat/

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,475a	,226	,158	1,16603

a. Predictors: (Constant), harga, orang, promosi, sarana fisik, produk, tempat/distribusi, process

b. Dependent Variable: minat generasi milneial

Based on Table 3, the results of the regression equation analysis obtain various constant values, namely variables with positive and negative directions. The following results of constant values are shown in the regression equation below.

$Y = 7.305 + 0.116 X_1 + 0.073 X_2 – 0.150 X_3 – 0.127 X_4 + 0.071 X_5 + 0.048 X_6 – 0.045 X_7 + 0.256 X_8 + e$

Remark:

$α$ = Constant; Y = Millennial Generation Interests; X_1 = Product; X_2 = Price; X_3 = Promotion; X_4 = Place; X_5 = People; X_6 = Physical Evidence; X_7 = Process.

From the equation above, it can be seen that there are three-factor conditions that influence the millennial generation's interest in traditional cakes in the city of Depok, namely autonomous, positive, and negative conditions. The following explains an example that represents the three conditions: (a) Autonomous condition, constant ($α$) of 7.305. If the variable product, price, promotion, place, people, physical facilities, process and value is 0, then millennial generation interest (Y) has a value of 7.305. (b) Positive conditions, product regression coefficient ($β_1$) of 0.116. It shows that the product has a positive influence, meaning that if the other independent variables are constant and the product (X_1) has increased by 1%, then the millennial generation (Y) will increase by 0.116. The coefficient is positive, meaning there is a positive relationship between the product and the millennial generation's interest. The better the quality of the product produced, the consumer will be interested in buying the product. (c) Negative conditions, promotion regression coefficient ($β_3$) of -0.150. It shows that the product has a negative influence, meaning that if the other independent variables are fixed, and Promotion (X_3) increases by 1%, then the purchase decision (Y) will decrease by -0.150. The coefficient is negative, meaning there is a negative relationship between promotions and the millennial generation's interest.

Promotion costs consist of advertising costs, sales promotion costs, and expenses; public relations and news coverage simultaneously significantly affect the price value of the products sold (Budiasa et al., 2013), so millennial consumers have to pay a high price for traditional cakes. On the other hand, millennial consumers have a choice of trending foreign food products. Harahap (2020) stated that the factors that affect the interest of the millennial generation from the seven marketing factors are the Promotion and Physical Evidence factors, where these factors have the highest values. In contrast, the Cost and Price factors have the lowest values.

The regression analysis results on the seven independent variables observed were a product, price, promotion, place, people, physical facilities, and processes influencing the millennial generation's interest in the traditional Egg Serabi cake. Conditions influence both the positive and

negative directions. The simultaneous value obtained was 3.316 F-count > F-table 2.110 with a significance of 0.002 < 0.05, and Ho was rejected. It means that the seven variables that are measured simultaneously have a positive and significant effect on the millennial generation's interest in the traditional Egg Serabi cake. Furthermore, the value of the coefficient of determination (adjusted R^2) obtained is 0.158. It means that there is an influence from the seven independent variables on the dependent variable (Sugiono, 2012), namely the millennial generation's interest in the traditional Egg Serabi cake of 15.8%. In contrast, the remaining 84.2% is influenced by other variables not explained in this study.

CONCLUSION

Factors that can simultaneously affect the millennial generation's interest in traditional cakes are product, price, promotion, place or distribution, people, physical evidence, and processes. The study's results show a positive influence, so the stronger these factors are, the more positive results will be given to the millennial generation's interest. However, promotional factors, places, people, physical evidence, and processes have little influence on the millennial generation's interest. This condition is due to changes in culture. MSMEs are less active in marketing traditional cakes. On the other hand, the millennial generation easily accepts the incessant foreign culinary entries with promotional support through social media. This study recommends anticipating cultural changes through lifestyle changes from local food consumption patterns and maintaining the existence of MSMEs so they can engage in marketing traditional cakes.

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