

# PROCEEDING

## **INTERNATIONAL CONFERENCES ON HOSPITALITY & TOURISM STUDIES ICONHOSTS 2023**

**ICONHOSTS**

INTERNATIONAL CONFERENCE ON  
HOSPITALITY AND TOURISM STUDIES  
(ICONHOSTS)



TOURISM DIPLOMA PROGRAM  
UNIVERSITY OF MERDEKA MALANG  
EAST JAVA-INDONESIA

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## **FOREWORD**

Assalamualaikum wr.wb.

International Conference on Hospitality and Tourism Studies ICONHOST 3 held by Diploma of Tourism Universitas Merdeka Malang. It is an absolute privilege to stand before you today as we embark on this exciting journey of knowledge sharing, collaboration, and innovation.

ICONHOST 3 brings together brilliant minds from Indonesia, Thailand, and the Philippines, all driven by a common goal – to explore, discuss, and advance the frontiers of hospitality, sustainable tourism, and innovation. In a rapidly changing global landscape, where the way we travel, explore, and provide hospitality services is evolving at an unprecedented pace, our collective efforts become more crucial than ever. From sustainable practices that protect our planet to cutting-edge technologies that enhance guest experiences, this conference promises to be a catalyst for transformation.

ICONHOST 3 isn't just about information exchange; it's about forging connections and fostering collaboration. We encourage you to engage in lively discussions, network with your peers, and take advantage of the platform to share your own insights and experiences.

I would like to express my heartfelt gratitude to organizing committee, speakers, and participants for making this event possible. Together, we will chart the course towards a more sustainable, innovative, and inclusive future for the hospitality and tourism industry.

So, without further ado, let's embark on this incredible journey together at ICONHOST 3. I wish you all an enriching and inspiring experience.

Thank you, and let the conference begin!

Wassalamualaikum wr wb.

## **PREFACE**

Tourism today is an organized activity, which serves a variety of travelers entertainment needs, but at the same time brings financial resources to the places that receive visitors. Therefore, the process of tourism development is largely related to what a place has to offer in terms of natural and cultural resources and services, and is a positive economic process which brings financial resources to the place that develops it. Given the definitions above, it is understandable that many people struggle to see much of a distinction between the tourism industry .

Indeed, there is clearly a significant overlap between the two, and many of the businesses and services that cater to tourists also cater to travelers more generally. Nevertheless, there are some notable differences. Essentially, the tourism industry is concerned with people traveling for business or pleasure purposes, staying at their destination for at least one night, and returning. By contrast, tour and activities industry has a wider scope, covering more travel purposes and durations.

## **Keynote Speaker**

### **Social Value Tourism Through Sustainable Tourism**

**Prof. Dr. Diena M. Lemy, A.Par., M.M., CHE**

Social values are defined as standards, which individuals and social groups employ to define personal goals and essentially shape the nature and form of social order in a collective i.e., what is acceptable and not acceptable, what ought or not to be, what is desirable or nondesirable. Social Value refer to socially collective beliefs and systems of beliefs that operate as guiding principles in life. Social Value is not just about creating projects that have a big impact but also looking at what we can do individually day to day; for example how we treat the people we come in contact with, how we look after all living things (animals, insects and trees/plants) and what we can do to lower carbon emissions which contribute to climate change etc.

## **Keynote Speaker**

### **Tourism Trends 2023 “Sustainable Tourism”**

**Assistant Prof. Dr. Noppadol Dharawanij**

Sustainable tourism has become an essential part of our industry, and tour operators are at the forefront of this movement. In a recent expedia survey, 90% of consumers said they look for sustainable options when vacationing. This means there is significant demand for sustainable travel providers. Furthermore, euro-monitor international reports that “73.8% of travel executives see increased interest in sustainability from their customers in 2022.” As an added bonus, people who want to travel sustainably are also inclined to visit off-the-beaten-path destinations for a more authentic and sustainable experience, which can be an incredible opportunity for companies operating in emerging destinations. All around the world, mass tourism has been linked to environmental degradation, the depletion of natural resources and an increase in pollution. Many destinations have chosen to implement various kinds of taxes to help offset the negative impacts of over-tourism, while travel companies and hotels have looked at ways to reduce emissions associated with overnight stays and food consumption.

## **Keynote Speaker**

### **Sustainable Tourism in Malang, Indonesia: Challenges and Opportunities**

**Dr. Andini Risfandini, S.E., M.Sc**

Sustainable tourism implementation in Indonesia is a topic of great importance due to the country's rich natural and cultural resources. The government of Indonesia has recognized the potential of tourism as a major economic sector and has made efforts to promote sustainable tourism development (Anele, 2021). Sustainable tourism aims to balance the environmental, social, and economic aspects of tourism to ensure long-term benefits for local communities and the preservation of natural resources (Uchiyama et al., 2022). Sustainable tourism definition can be sum up as a tourism that has a responsibility to maintain and to preserve the natural environment and at the same time to gain economic advantage for local community and its various stakeholders (Risfandini & Sunardi, 2017).



## **Keynote Speaker**

### **Update on Sustainable Tourism Development in the Food Service Sector in the Philippines**

**Assoc. Prof. Rodolfo E. Cabardo**

Update on sustainable tourism development in the food service sector in the Philippines needs to be considered is the importance of sustainable tourism in the food service sector, paying attention to key initiatives and recommendations for further development in the food service sector can be seen from key reasons, crucial sustainable food service, climate change mitigation, cultural preservation, local communities and long term economic viability.

Therefore, collaboration between all food service and environmental stakeholders is needed, education and training related to sustainable tourism and incentives for those who prioritize sustainability in every food service activity.

## Differences in Healthy Lifestyle and Healthy Food Consumption among Millennials and Generation Z in Jakarta

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### ABSTRACT

This study aims to determine whether there are differences in a healthy lifestyle and healthy food consumption among millennials and Generation Z in Jakarta. The technique used in this study uses a comparative quantitative research method—sources of data were obtained from primary data and secondary data by collecting data by distributing questionnaires. The population in this study is the people of DKI Jakarta aged 17 to 42 years. From the results of this study, it can be concluded that there are differences in healthy lifestyles and healthy food consumption among millennials and Generation Z in Jakarta.

**Keyword:** Healthy Lifestyle, Healthy Food Consumption, Millennial Generation Z Generation

### Introduction

#### Background

Running a healthy lifestyle is an added value for everyone who does it. A healthy lifestyle is done to avoid various diseases. A healthy lifestyle can be done by exercising, getting enough rest, and consuming nutritionally balanced foods. Coupled with the COVID-19 pandemic, more and more people are realizing the importance of a healthy lifestyle. According to Handayani (2021), a survey conducted by Herbalife Nutrition 2020 recorded that 79% of Indonesian respondents agreed to adopt a healthy lifestyle and change their diet to be healthier during the pandemic. The survey results show Indonesians are beginning to realize the importance of a healthy lifestyle to maintain health and increase immunity.

Aged 27 to 42 years, while Generation Z was born in 1995-2010, aged 12 to 27 years, unlike the previous generation, namely the baby boomer generation born in 1946 to 1960 and

generation X born in 1960 to 1980 who ate less unhealthy foods because they were aware of the importance of a healthy lifestyle or minimizing the symptoms of the disease that had been suffered.

## **Research Objectives**

Food trends in the modern era are known to contain a lot of unhealthy foods that contain fat and sugar and are high in calories, which can cause disease if consumed regularly and in excess. One example is the fast-food phenomenon that occurs nowadays, which is easy to find, such as fried chicken, kebabs, burgers, soft drinks, etc. (Hardiyansyah, 2017). The results of research conducted by the Health Education Authority, aged 15-34 are the most consumers who consume fast food (Ranggayuni & Aini, 2021, p. 278). Changes to a diet whose composition is high in fat, carbohydrates, cholesterol, and low in fiber found in fast food, which is popular with millennials and Generation Z because it is easy to get, practical, and tastes delicious even though it has little nutrition, in addition to an increase in unhealthy lifestyles such as watching tv, working in front of a computer for a long duration which causes a decrease in physical activity.

With the above phenomenon, millennials and Generation Z have an unhealthy lifestyle and like to eat unhealthy foods. This study was conducted to determine whether or not there are differences in healthy lifestyles and healthy food consumption in Jakarta people between two generation groups, namely millennials and generation Z.

## **Literature Review**

### **Healthy Lifestyle**

Lifestyle is an action that forms a self-identity that distinguishes one person or group from another (Cleopatra, 2015). In addition, an unhealthy lifestyle like smoking and drinking alcohol can damage health. Indicators of a healthy lifestyle, namely (Eko & Sinaga, 2018):

- 1) Eat with a balanced menu

Balanced in the sense that it contains substances needed by the body and adequately meets the needs of the body.

- 2) Exercise

Includes physical activity and time used for exercise, which depends on the age and health of each person

3) Not smoking

Smoking habits can lead to various diseases.

4) Not drinking alcohol

Avoiding alcoholic drinks to avoid various diseases.

5) Controlling stress

Stress must be controlled so as not to cause health problems by doing positive activities.

### **Healthy Food Consumption**

There are several indicators of healthy food. According to (Harwindito & Patty, 2021: 40), healthy food indicators that contain much fiber, do not contain MSG, avoid repeated use of oil, have a variety of balanced compositions, have antioxidants, do not go through much processing, and are hygienic.

### **Generation**

Ryder (1965) developed this definition, which states that a generation is a group of individuals who experience the same event in the same period (Putra, 2016). The generation group used in this study is the millennial generation, born from 1980 to 1995, and Generation Z from 1995 to 2010.

According to (Andrea et al., 2016), the millennial generation was born when technology began to develop, so they understand how to use technology. Millennials do not like to plan for a long time, prefer to enjoy their world, are receptive to cultural changes, and like a fast-paced life.

Generation Z was born in 1995-2010, aged 12 to 27 years this year. This generation is commonly referred to as the I Generation or Internet Generation. Generation Z already understands and is familiar with using sophisticated gadgets that make it easy for them to get information quickly and easily

Hypothesis

The hypotheses in this study are:

H1: There are Differences in Healthy Lifestyles in Millennials and Generation in

Jakarta H2: There are Differences in Healthy Food Consumption in Millennials and Generation Z in Jakarta.

## Methodology

This study used quantitative research methods with a comparative approach. The population in this study is all Jakarta people from the millennial generation aged 27-42 years and generation Z aged 17-27 years. Sampling in this study used a non-probability sampling technique, namely quota sampling. According to (Suryani Hendryadi, 2015), Quota sampling is a sampling technique that determines the number of samples from populations with specific characteristics to the number of quotas or samples as desired. Because the population size in this study is unknown or too large, the researchers used Lemeshow's (1997) formula. Here is Lemeshow's formula:

$$n = \frac{z^2 p(1 - p)}{d^2}$$

Description:

n = Number of Samples

z = Standard Value = 1.96

p = Maximum estimate = 50% = 0.5

d = alpha (0.10) or sampling error = 10%

So, the results of drinking samples needed in this study are 96 samples, which researchers will round into 100 samples. This study used a closed questionnaire, so respondents were easy to answer, and researchers obtained structured answers. This research data processing uses descriptive analysis techniques and comparative statistical analysis. Descriptive analysis techniques were used to compare the average values on healthy lifestyle variables and healthy food consumption in millennials and Generation Z in Jakarta and give an idea of the differences between the two generations. In comparative statistical analysis techniques, researchers use the Independent Sample T-test test to find out and show differences and test hypotheses.

## Results and Discussion

Table 1. Characteristics of respondents by gender

Gender	Frequency	Percentage (%)
Man	25	23%
Woman	82	77%
Total	107	100%

Source: Researcher processed data, 2022

Based on the table above, it can be seen that respondents with more types of women. This is because the largest population in Jakarta in 2021, according to the Central Statistics Agency, is female.

Table 2. Characteristics of respondents by age

Age	Frequency	Percentage (%)
28-42 years	54	50%
17-27 years	53	50%
Total	107	100%

Source: Researcher processed data, 2022

The table above shows that the number of respondents aged 28-42 years is 54 people with a percentage of 50%, and respondents aged 17-27 years are 53 people with a percentage of 50%. This is because the target age in this study is 17-42 years old.

Table 3. Characteristics of respondents by occupation

Work	Frequency	Percentage (%)
Student	40	37%
Civil Servants	5	5%
Private Employees	18	17%
Employee	27	25%
Housewives	6	6%



Entrepreneurial	11	10%
Total	107	100%

Source: Researcher processed data, 2022

Based on the table above, it shows the number of respondents who are still students/students. This is because the average Generation Z is a student/student, and some over 20 years old have started working. At the same time, the millennial generation already has a job.

Table 4. Description of Respondents' Answers on Healthy Lifestyle Variables

Indicators	Statement	Mean	
		Millennial	GenZ
Eat with a balanced menu	1. I like to eat food with a balanced menu of 4 healthy and five perfect.	3,72	3,98
	2. I like to drink 2 liters of water or 8 glasses in a day	3,70	4,05
Exercise	1. I routinely do sports activities 1-3 times a week.	2,85	3,63
	2. I do sports activities such as walking, jogging, cycling, etc.	3,27	3,63
No Smoking	1. I smoke everyday.	1,18	1,64
	2. I smoke 1-10 cigarettes a day	1,22	1,62
Not drinking alcohol	1. I like to consume alcoholic beverages	1,25	1,79
	2. I like to smoke 1-10 cigarettes a day.	1,27	1,55

	1. I can control the stress I experience.	3,03	3,49
Controlling stress	2. I can control my emotions	3,11	3,45
Get enough sleep	1. I like to sleep 6-8 hours a day	3,53	3,90

Source: Researcher processed data, 2022

Based on the table above, the descriptive analysis results of the respondents' average answers show that millennials and Generation Z live a healthy lifestyle. The highest average value in the millennial generation is on the indicator of eating with a balanced menu and having enough sleep. In the indicators of exercising and controlling stress, the millennial generation is in the neutral category, and the millennial generation also does not like smoking and drinking alcohol. In Generation Z, the highest average scores were on eating with a balanced menu, getting enough sleep, and exercising. Generation Z also prefers to drink 2 liters of water or eight glasses a day compared to millennials. However, on the indicators of not smoking and not drinking alcohol, the average value of Generation Z is higher than that of millennials, which means that Generation Z prefers to drink alcohol and smoke compared to millennials. Judging from the average answer scores of respondents, it can be concluded that the healthy lifestyle of millennials and Generation Z in Jakarta is relatively high. Millennials and Generation Z have begun to realize the importance of a healthy lifestyle, especially during the COVID-19 pandemic, to increase body immunity.

Table 5. Description of Respondents' Answers on Healthy Food Consumption Variables

Indicators	Statement	<i>Mean</i>	
		Millennial	Gen Z
	1. I like to eat vegetables and fruits.	4,66	3,92
It contains much fiber	2. I regularly eat vegetables and fruits every day.	4,46	3,66

It does not contain MSG	1. I like to eat foods that are high in salt.	2,87	3,07
	2. I like to eat foods that contain MSG	2,83	3,0
Avoid repeated use of oil	1. I like to eat foods that are high in fat.	2,92	2,94
	2. I like to eat fast food.	3,05	3,39
It has a balanced variety of compositions	1. I choose foods that make me healthy.	4,37	3,81
	2. I try to eat healthy food when out of the house.	4,14	3,32
	1. I like to eat fruits high in antioxidants, such as grapes, strawberries, and blueberries.	4,11	3,60
Has antioxidants	2. I like to drink coffee or tea.	3,83	3,75
Not much through the processing process	1. I like to eat fast food like nuggets, sausages and frozen meatballs.	2,94	3,47
	2. I like corned beef, sardines, and other canned foods.	2,88	2,69
Hygienical	1. I always consume clean food and drink.	4,72	4,41
	2. I always pay attention to the cleanliness of the	4,72	4,50

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food and drinks I will  
consume.

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Source: Researcher processed data, 2022

Based on the table above, the results of descriptive analysis of the average answers of respondents show that millennials and Generation Z are pretty optimistic about eating healthy foods. The millennial generation has the highest average value on indicators containing a lot of fiber and hygiene, which means that most millennials like to consume vegetables and fruits and always consume clean foods and drinks. Millennials also avoid foods containing MSG, avoid repeated oil use, and try to eat healthy foods outside the home. Generation Z also likes to eat foods that contain a lot of fiber and hygiene, but most of Generation Z still wants to eat fast food and frozen food. Judging from the average answer value of respondents between ages, millennial generations have a higher average value of healthy food consumption than Generation Z. Millennials generally have high mobility. Therefore, they realize the importance of eating healthy foods to maintain stamina and continue carrying out activities.

Table 6. Healthy Lifestyle Validity Test

Statement	Pearson Correlation
HL1	,626**
HL2	,673**
HL3	,576**
HL4	,534**
HL5	,596**
HL6	,635**
HL7	,574**
HL8	,574**
HL9	,560**
HL10	,556**
HL11	,555**

HL12	,040
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Source: Researcher processed data, 2022

Based on the table above, as many as 12 statements on healthy lifestyle variables, there are 11 valid statement items because they have a Pearson Correlation value (r count) more significant than the r table (0.1900), and one invalid thing is found in the 12th statement because r count is more minor than r table.

Table 7. Test the Validity of Healthy Food Consumption

Statement	Pearson Correlation
HF1	,364**
HF2	,493**
HF3	,464**
HF4	,407**
HF5	,452**
HF6	,413**
HF7	,337**
HF8	,466**
HF9	,610**
HF10	,489**
HF11	,423**
HF12	,458**
HF13	,448**
HF14	,442**

Source: Researcher processed data, 2022

Based on the table above, 14 healthy food variable statements are declared valid because they have a more significant Pearson Correlation value (r count) than the r table (0.1900).

Table 8. Reliability Test

Variable	Cronbach's Alpha	N of Items
Healthy Lifestyle (X1)	0,817	11
Healthy Food (X2)	0,690	14

Source: Researcher processed data, 2022

Based on the table above, the variables of a healthy lifestyle and healthy food showed a Cronbach Alpha value of more than 0.60, meaning that all variables in this study were declared reliable.

Table 9. Normality Test

One-Sample Kolmogorov-Smirnov Test			
		HL	HF
N		107	107
Normal Parameters <sup>a, b</sup>	Mean	<u>30,2056</u>	<u>51,0467</u>
	Std. Deviation	7,12124	6,34597
Most Extreme Differences	Absolute	<u>,077</u>	<u>,069</u>
	Positive	<u>,077</u>	<u>,056</u>
	Negative	-,045	-,069
Test Statistic		,077	,069
Asymp. Sig. (2-tailed)		,141 <sup>c</sup>	,200 <sup>c,d</sup>

Source: Researcher processed data, 2022

Based on the table above, it is known that the value of Asymp. The 2-tailed Sig on the Healthy Lifestyle variable has a value of 0.141; this means that the data is usually distributed with more than 0.05 and the Asymp value. The 2-tailed sig on the healthy food variable has a value of 0.200; this indicates average distributed data because it is more than 0.05.

Table 10. Homogeneity Test



Variable	Sig.
Healthy Lifestyle	,561
Healthy Food	,756

Source: Researcher processed data, 2022

Based on the table above, it is known that the significance value in the healthy lifestyle variable is 0.5361; this means that the data is homogeneous because it is  $>0.05$ , and the significance value in the Healthy Food variable is 0.756; the data is homogeneous because it is  $>0.05$ .

Table 11. Independent T-Test Results

		Mean	Sig. (2-tailed)	Difference
Healthy Lifestyle	Millennial	28,19	0,003	Different
	GenerationZ	32,26		
Healthy Food Consumption	Millennial	52,56	0,012	Different
	GenerationZ	49,51		

Source: Researcher processed data, 2022

Based on the table above, it can be seen that:

1. In the healthy lifestyle variable, the highest average value is in Generation Z, and in the variable of healthy food consumption, the highest average value is in the millennial generation.
2. The value of Sig. (2-tailed) in healthy lifestyle variables are  $0.003 < 0.05$ , meaning that H1 is accepted, so there are differences in healthy lifestyles in millennials and Generation Z.
3. The value of Sig. (2-tailed) the variable consumption of healthy food is  $0.021 < 0.05$ , meaning that H2 is accepted, so there are differences in healthy food consumption in millennials and Generation Z.

## Conclusion

Based on the results of research and discussion in the previous chapter regarding differences in healthy lifestyles and healthy food consumption in millennials and generation Z in Jakarta, this study concludes that there are differences in healthy lifestyles in millennials and generation Z in Jakarta. There are differences in healthy food consumption in millennials and generation Z in Jakarta.

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