

CONSUMPTION BEHAVIOR OF LOW SUGAR READY-TO-DRINK BEVERAGES AMONG GENERATION Z IN JAKARTA

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**BUSINESS STUDY PROGRAM
SCHOOL OF BUSINESS
IPB UNIVERSITY
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2025**

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ABSTRAK

ASIH ASSIFA SALSABILA. Consumption Behavior of Low sugar Ready-to-Drink Beverages Among Generation Z in Jakarta. Supervised by HARTOYO and NUR HASANAH.

The growth of the packaged sweet beverage market in Indonesia is parallel to the increasing risk of non-communicable diseases such as diabetes, especially in urban areas like Jakarta. This study analyzes the consumption behavior of low sugar packaged beverages among Generation Z in Jakarta and the influence of internal and external factors on their consumption frequency. The method used is a quantitative survey of 100 respondents using an online questionnaire and a purposive sampling technique. The binary logistic regression test indicates that health awareness, product knowledge, social media, and product availability significantly influence consumption frequency. The findings recommend health education-based marketing strategies, optimization of social media, attractive product information presentation, and even product distribution.

Keywords : generation z, health awareness, social media, low sugar ready-to-drink beverage, consumption behavior

ABSTRACT

ASIH ASSIFA SALSABILA. Perilaku Konsumsi Minuman *Ready-To-Drink* Rendah Gula di Kalangan Generasi Z di Jakarta. Dibimbing oleh HARTOYO dan NUR HASANAH

Pertumbuhan pasar minuman kemasan manis di Indonesia sejalan dengan meningkatnya risiko penyakit tidak menular seperti diabetes, terutama di wilayah perkotaan seperti Jakarta. Penelitian ini menganalisis perilaku konsumsi minuman kemasan rendah gula pada Generasi Z di Jakarta serta pengaruh faktor internal dan eksternal terhadap frekuensi konsumsinya. Metode yang digunakan adalah survei kuantitatif terhadap 100 responden dengan menggunakan kuesioner daring dan teknik purposive sampling. Hasil uji regresi logistik biner menunjukkan bahwa kesadaran kesehatan, pengetahuan produk, media sosial, dan ketersediaan produk berpengaruh signifikan terhadap frekuensi konsumsi. Temuan ini merekomendasikan strategi pemasaran berbasis edukasi kesehatan, optimalisasi media sosial, penyajian informasi produk yang menarik, serta distribusi produk yang merata.

Kata Kunci : generasi z, kesadaran kesehatan, media sosial, minuman *ready-to drink* rendah gula, perilaku konsumsi



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CONSUMPTION BEHAVIOR OF LOW SUGAR READY-TO-DRINK BEVERAGES AMONG GENERATION Z IN JAKARTA

ASIH ASSIFA SALSABILA

Thesis
as one of the requirements to obtain a Bachelor's degree in
the Business Study Program

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FOREWORD

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Bogor, July 2025

Asih Assifa Salsabila

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