



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

ASIH ASSIFA SALSABILA



**BUSINESS STUDY PROGRAM
SCHOOL OF BUSINESS
IPB UNIVERSITY
BOGOR
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

**BUSINESS STUDY PROGRAM
SCHOOL OF BUSINESS
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FOREWORD

The author expresses praise and gratitude to Allah subhanaahu wa ta'ala for all His gifts, which have enabled the successful completion of this scientific work. The theme chosen for the research conducted from January 2025 to May 2025 is Consumer Behavior with the title "Consumption Behavior of Low sugar Ready-to-Drink Beverages Among Generation Z in Jakarta".

The preparation of this thesis is not without the support of various parties. As an expression of gratitude, the author wishes to convey their deepest appreciation and thanks to:

1. Mr. Prof. Dr. Ir. Hartoyo, M.Sc. and also Mrs. Dr. Nur Hasanah, S.Kom., M.Eng. as the supervising lecturers who have always guided, provided suggestions, directions, and support during the author's completion of the thesis.
2. All Lecturers of the IPB Business School and the academic team who have given valuable knowledge, guidance, and assistance to the author during the study period.
3. The author's parents, Mr. Sugijanto and Mrs. Farida Cahaya, as well as the author's siblings, Mbak Alif, Mas Ige, and Safir, who have always provided motivation, prayers, and assistance during the research process.
4. The author's close friends during college, namely Muthia, Azel, Zulfa, Grace, Salwa, Rara, Nadia, Shinta, Ica, Resty, Putri, Gideon, Aji, Ilmi, and Angel, who continuously supported and helped the author throughout the research process from start to finish.
5. Mentors and comrades who have greatly assisted the author during the research process, namely Arsyia, Dwila, Raina, Dzul, Erhan.
6. All friends from the 57th Business School cohort, especially those from the International class who have accompanied the researcher for 4 years during their studies.
7. Close friends from middle school and high school, namely Daniah, Sekar, Hanun, Salwa, Nido, Nasywa, Fajrong, Syahlaa, Shafa, Carissa who have prayed for and supported the author during the research work.
8. Mbakyu or Aya, whose inspirational content has indirectly always succeeded in uplifting the author's spirit and energy, especially during difficult times.

Thank you for the positive influence provided. The author realizes that this work is still not perfect, thus constructive suggestions are greatly appreciated. Hopefully, this writing is beneficial and can contribute to the development of knowledge.

Bogor, July 2025

Asih Assifa Salsabila



LIST OF TABLES

| | |
|--|------|
| ABSTRAK | iii |
| ABSTRACT | iii |
| LIST OF TABLES | ix |
| LIST OF TABLES | xi |
| LIST OF FIGURES | xii |
| LIST OF APPENDICES | xiii |
| I INTRODUCTION | 1 |
| 1.1 Background | 1 |
| 1.2 Problem Statement | 3 |
| 1.3 Objective | 6 |
| 1.4 Benefits of Study | 6 |
| 1.5 Scope | 6 |
| II LITERATURE REVIEW | 7 |
| 2.1 Consumer Behavior | 7 |
| 2.2 Swetened Beverages In Packaging dan Ready To Drink (RTD) | 8 |
| 2.3 Packaged Beverages with The Claim “Low sugar” | 9 |
| 2.4 Generation Z | 10 |
| 2.5 Marketing Mix 4P | 11 |
| 2.6 Previous Research | 12 |
| 2.7 Research Framework | 13 |
| 2.8 Research Hypothesis | 14 |
| III METHOD | 16 |
| 3.1 Time and Place | 16 |
| 3.2 Types and Sources of Data | 16 |
| 3.3 Sampling Method | 16 |
| 3.4 Data Collection Techniques | 17 |
| 3.5 Operational Definition of Research Variables | 18 |
| 3.6 Data Processing and Analysis Techniques | 21 |
| 3.6.1 Descriptive Analysis | 21 |

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| | | |
|---------------------|--|-----------|
| 3.6.2 | Validity Test | 22 |
| 3.6.3 | Reliability Test | 22 |
| 3.6.4 | Data Tabulation and Score Categories | 23 |
| 3.6.5 | Binary logistic regression test | 25 |
| IV | RESULTS AND DISCUSSION | 28 |
| 4.1 | Consumer Characteristics | 28 |
| 4.2 | Description of Low sugar Packaged Beverage Consumption Behavior | 30 |
| 4.3 | Analysis of The Relationship between Internal and External Factors on Consumption Behavior | 36 |
| 4.3.1 | The Relationship Between Health Awareness Factors and Consumption Frequency. | 37 |
| 4.3.2 | The Relationship Between Product Knowledge Factors and Consumption Frequency. | 38 |
| 4.3.3 | The Relationship Between Family Influence Factors and Consumption Frequency. | 39 |
| 4.3.4 | The Relationship Between Peer Influence Factors and Consumption Frequency. | 41 |
| 4.3.5 | The Relationship Between Social Media Factors and Consumption Frequency. | 42 |
| 4.3.6 | The Relationship Between Product Availability Factors and Consumption Frequency. | 43 |
| 4.4 | Marketing Strategy Recommendations Based on The 4P Marketing Mix | 44 |
| 4.4.1 | Product Strategy | 44 |
| 4.4.2 | Place Strategy | 45 |
| 4.4.3 | Price Strategy | 47 |
| 4.4.4 | Promotion Strategy | 48 |
| 4.5 | Recommendations for the government | 50 |
| V | CONCLUSION AND SUGGESTIONS | 52 |
| 5.1 | Conclusion | 52 |
| 5.2 | Suggestions | 52 |
| BIBLIOGRAPHY | | 53 |
| BIOGRAPHY | | 80 |



| | | |
|----|--|----|
| 1 | Example of Ready To Drink beverages | 9 |
| 2 | Example of packaged drink with less sugar | 10 |
| 3 | Previous Research | 12 |
| 4 | Types and Sources of Data | 16 |
| 5 | Likert Scale Measurement | 18 |
| 6 | Variables that influence consumption behavior | 18 |
| 7 | Category of health awareness factors | 23 |
| 8 | Category of product knowledge factors | 24 |
| 9 | Family influence factor category | 24 |
| 10 | Category of peer influence factors | 24 |
| 11 | Category of factors influencing social media | 24 |
| 12 | Category of product availability factors | 25 |
| 13 | Consumer Characteristics | 28 |
| 14 | Frequency of consumption of low sugar packaged drinks | 30 |
| 15 | Binary Logistic Regression | 37 |
| 16 | Results of the binary logistic regression of health awareness factors | 38 |
| 17 | Results of the binary logistic regression of product knowledge factors | 39 |
| 18 | Results of the binary logistic regression of family influence factors | 40 |
| 19 | Results of the binary logistic regression of peer influence factors | 41 |
| 20 | Results of the binary logistic regression of social media factors | 42 |
| 21 | Results of the binary logistic regression product availability factors | 43 |

LIST OF FIGURES

| | | |
|----|---|----|
| 1 | Retail sales of packaged food and beverage graphics in Indonesia | 1 |
| 2 | The frequency of consumption of sweet drinks and food by the Indonesian people | 2 |
| 3 | 10 Provinces with diabetes mellitus prevalence in Indonesia | 4 |
| 4 | Trends in the consumption of sweet food and beverages in 2024 | 4 |
| 5 | Factors influencing consumption behavior (Suryani 2008) | 8 |
| 6 | Research Framework | 14 |
| 7 | The main reason for consuming low sugar packaged drinks | 31 |
| 8 | The situation while consuming low sugar packaged drinks | 31 |
| 9 | Packaged low sugar drinks are usually consumed | 32 |
| 10 | The temperature of low sugar packaged drinks while being consumed | 32 |
| 11 | The temperature of low sugar packaged drinks while being consumed. | 33 |
| 12 | Places to buy low sugar packaged drinks | 33 |
| 13 | Source of consumer information about low sugar packaged drinks | 34 |
| 14 | The volume of low sugar packaged beverage consumption in one consumption session. | 34 |
| 15 | Types of low sugar packaged drinks that are commonly consumed. | 35 |



| | | |
|----|--|----|
| 16 | Categories of sugar content claims on low sugar packaged beverages that are commonly consumed. | 36 |
|----|--|----|

LIST OF APPENDICES

| | | |
|---|---|----|
| 1 | Consumption Behavior Questionnaire | 64 |
| 2 | Results of Validity Test | 73 |
| 3 | Results of Reliability Test | 76 |
| 4 | Binary Logistic Regression Test Results | 77 |

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