



# Generation z' s evaluation of jamu as a herbal drink: implications for consumer purchase decisions

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## ABSTRACT

Jamu as traditional herbal beverages are a big part of Indonesia's cuisine and health culture. But we still don't completely understand how important they are in current hospitality consumption, especially among those in Generation Z. This research investigates impact of the influence of perceived value of Jamu on the purchase choices of Generation Z consumers in hospitality and healthy-live daily settings. This study examines perceived value as a cognitive evaluation formed through awareness and perception, while family context is treated as a social influence that shapes how this value is constructed. On the other hand, decisions on what to buy are based on how customers act and why they want to buy. We collected information from 125 users who had already utilized Jamu. A quantitative technique was employed, utilizing descriptive statistics and simple linear regression, to analyse the association between perceived value and purchase outcomes. The findings indicate that Generation Z's purchasing decisions are considerably influenced by their perception of Jamu's value. Perception is the most essential value factor, followed by awareness and family context. The findings show that even though Jamu is based on tradition, Generation Z is more likely to self-minded if they think it is safe, useful, and relate to their healthy-lives today. These findings highlight the imperative for hotel operators and foodservice providers to recontextualize traditional herbal beverages through immersive presentation, contemporary branding, and targeted marketing strategies.

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## 1. Introduction

Southeast Asia's largest country is Indonesia. From east to west, it is around 5,100 km long, and from north to south, it is about 1,800 km long. It is believed that 271,056,000 people live in the country. The country also has over 300 different ethnic groupings and more than 600 different languages [1].

[2] also notes that Indonesian food is diverse because the country has over 1700 islands and 490 ethnic groups. You can also have beverages with your meals. [3] say that Indonesia has a lot of traditional drinks, as bajigur, bir pletok, bandrek, Jamu, and others.

Amalia and Aprianingsih [4] explain that Jamu is a traditional Indonesian herbal medicine that has been used for hundreds of years to treat ailments and keep people well. Even while Jamu still maintains its traditional value, it is having a hard time surviving in the modern world. Andriati R.M. Teguh Wahjudi [5] says that 49.53% of Indonesians consume Jamu to keep healthy and get better when they are sick. Jamu was once named Jamu gendong. [6] says that Jamu gendong is a traditional herbal medicine that comes in bottles and is sold in a basket that the seller carries.

Jamu also provides a number of amazing benefits. Bali [7] reported that Jamu utilizes several spices, herbs, and vegetables that are native to Indonesia. These are the 10 most common herbs and spices used in traditional Indonesian medicine:

1. Turmeric  
It is naturally anti-inflammatory, rich of antioxidants, and helps keep cancer, heart disease, and Alzheimer's disease from becoming worse.
2. Ginger  
It helps with digestion, losing weight, morning sickness, diarrhoea, colds and flu, keeping blood sugar levels normal, and lowering cholesterol.
3. Galangal  
It is a member of the ginger family and is used to fight bacteria, fungus, and parasites, ease pain, clean wounds, decrease blood pressure, and make the heart healthier. It can also help with rheumatism and arthritis.
4. Kaemferia Galangal  
It helps with headaches, migraines, pneumonia, asthma, rheumatic diseases, and acne.
5. Curcuma  
People believe that curcuma's essential oil can help the kidneys and liver perform better, lower inflammation, fight cancer, and treat anemia.
6. Cinnamon  
It has a lot of antioxidants, decreases blood sugar levels, cholesterol, heart disease, and blood pressure, and has a strong anti-diabetic impact.
7. Nutmeg  
It helps you sleep better, clears up acne and skin irritation, helps with Alzheimer's and dementia, cleanses the liver, and makes kidney stones less painful.

8. Tamarind  
It decreases blood sugar levels, slows hair loss, is abundant in vitamins and minerals including potassium, which is beneficial for the heart, and is an anti-inflammatory, which is fantastic for reducing joint pain and connective tissue.
9. Cardamom  
It could lessen the incidence of colorectal cancer by increasing blood flow and the body's ability to fight free radicals. People say that the essential oil can help with nausea and vomiting, fight bad breath, and act as an antidepressant.
10. Betel Leaves  
These leaves are often used to help with digestion, ease stomach discomfort, cure respiratory difficulties, stop body odor and nosebleeds, ease coughs, and migraines.

Natural medicines take too long to work, and the whole procedure is quite sluggish. They have a lot of different substances that can sometimes trigger adverse responses. Herbal medicines don't work well for major problems like shattered bones and heart attacks. These kinds of drugs also don't work for injuries and illnesses that come out of nowhere. He goes on to say that herbal cures and medications can have bad side effects for some ailments that take a long time to show themselves. Herbal remedies might also mess with pharmaceutical drugs. Wild herbs are in risk of being extinct. Also, picking the wrong plant might potentially lead to poisoning. There aren't many rules on herbal medicines, thus they aren't always safe.

These days, people offer Jamu in capsules, tablets, and sachets. Afdhal and Welsch [8] say that Jamu is becoming more and more linked to the quickly expanding number of powders, creams, pills, capsules, and cosmetic packaging that are being made in both small-scale cottage businesses and more advanced factories. You don't have to wait for Jamu Gendong anymore since Jamu is simpler to get there now that it has been modernized.

A study conducted by Boparai et al. [9] revealed a deficiency in knowledge and comprehension of herbal medications and herbal-drug interactions among students, predominantly from the Gen Z's demographic, with most participants not use herbal medicine for personal purposes. Consequently, a study will be undertaken to evaluate the perceived value of Jamu in relation to the Gen Z's lifestyle.

According to Raines [10], Gen Z are those who were born between 1980 and 2000. Gen Z are now the biggest living generation, having surpassed Baby Boomers. Also, the number of Gen Zs expected to reach its highest point of 81.1 million in 2036. Goldmansachs (2020) says that Gen Z are the first generation of digital natives, and their love of technology affects how they purchase. They are used to getting pricing comparisons, product information, and reviews from friends right away. Also, they are dedicated to being fit and eating and exercising at the proper times and with the right amount of money. Their busy lifestyle impacts everything, from what they eat and drink to what they wear.

Also, (Costin, 2019) says that Gen Z are the top spenders in society right now. Sixty percent of Gen Z spend more than \$4 on a single coffee, seventy percent of Gen Z are willing to pay more to eat at trendy restaurants, sixty-nine percent of Gen Z buy clothes for reasons other than basic needs, and more than fifty percent of Gen Z take taxis and Ubers. In comparison, only twenty-nine percent of Gen X and fifteen percent of Boomers do the same.

The family environment also affects lifestyle. Shaw [11] says that solid connections with parents, which are low in stress, high in support, and open to communication, are especially crucial for teens as they go through physical and emotional changes. For instance, consistent communication between parents and teenagers, together with affirmative parental acknowledgment, correlates with reduced substance use, encompassing less adolescent alcohol use and smoking. Likewise, teenagers who say they get along with at least one parent are more likely to be physically and mentally well. Adolescent familial disputes are expected and may fulfil a crucial developmental function. Adolescents who encounter elevated levels of conflict with their parents and/or less support are more prone to engage in risky activities, such as early alcohol consumption or smoking, and are also more likely to exhibit depressive symptoms. So, it is clear that the family environment has an effect on the way people live.

## 2. Literature Review

### 2.1. Perceived value

The independent variable of the research is the perceived value of Jamu. According to Chen and Chen [12], perceived value is the customer's overall judgment of how beneficial a product is based on their expectations of what they will get and what they will get. Additionally, Wang and Wang [13] said that perceived value may be defined as the disparity between the potential customer's assessment of all the advantages and costs of the offer and the perceived alternatives. He goes on to say that value is consumers who think their selections are better than any other option and will choose what they think is best for them. Perceived value may refer to the perceived trade-off between advantages and disadvantages. Amalia and Aprianingsih [4] say that Jamu is a traditional Indonesian herbal medication that has been used in Indonesia for hundreds of years to cure illnesses and keep people well. In English, Shinoda [14] says that Jamu is a traditional herbal medication derived from natural cultural heritage that has been passed down for centuries for health.

Perceived value reflects an individual's evaluation of the benefits and costs of consuming Jamu. In this study, perceived value is primarily formed through cognitive and psychological evaluations such as awareness and perception. However, these evaluations do not emerge in isolation. They are shaped by broader social influences, particularly the family environment. Therefore, family context is not conceptualized as a direct component of perceived value, but as a social factor that influences how individuals interpret, evaluate, and assign value to Jamu.

Although perceived value is conceptually reflected through several evaluative dimensions, including awareness, perception, and family context, these dimensions represent interrelated indicators of a single higher-order construct. Each dimension captures a different aspect of how consumers evaluate the benefits and relevance of Jamu, but together they form an overall perceived value judgment. Therefore, in this study, awareness, perception, and family context are operationalized as measurement indicators that are aggregated into a single composite perceived value variable. This composite construct represents the overall evaluation of Jamu and serves as the independent variable in the regression analysis.

### 2.1.1. Awareness

According to the Cambridge Dictionary [15], awareness may be defined as the knowledge or experience that something is happening or the way you see a situation or issue at current time. Furthermore, Gafoor [16] states that awareness involves being competent, educated, informed, and vigilant. Being aware also means being able to feel or be aware of things, objects, or patterns in your senses. Also, Reinhardt, Mletzko, Sloep, and Drachsler [17] said that being aware of what other people are doing gives you a context for what you are doing. He also says that there are six different types of awareness:

1. Activity Cognizance  
Activity awareness pertains to an object's historical, current, and prospective states.
2. Cultural Awareness  
Cultural awareness refers to an individual's understanding and perception of different cultures, including their values, beliefs, and viewpoints. This understanding is particularly crucial when engaging with individuals from other cultures.
3. Social Cognizance  
Social awareness refers to the understanding of societal issues that individuals are cognizant of. It offers insight into others' attentiveness, gestures, and facial expressions that reflect an individual's emotional state, along with indications of a person's interest in a topic.
4. Workplace Awareness  
Workplace awareness denotes the understanding of colleagues' spatial arrangements and task attributes, and is closely associated with various forms and dimensions of awareness.
5. Geographic Awareness  
Location awareness pertains to comprehending the physical position of an object. This may be associated with an individual's location.
6. Awareness of Knowledge  
Knowledge awareness denotes an individual's capacity to evaluate the information pertaining to a certain entity provided by another. Furthermore, information awareness may pertain to knowledge on another individual's competencies, talents, and operational methods.

Perceived value is a subjective evaluation constructed through personal interpretation of product attributes. However, consumer evaluation is embedded within a social environment. The family context provides early exposure, normative guidance, and health-related beliefs that influence how individuals interpret product benefits and risks. Thus, family context functions as an antecedent that shapes the formation of perceived value rather than being a dimension of perceived value itself. In the context of Jamu consumption, family practices, intergenerational knowledge transfer, and health socialization contribute to how Generation Z evaluates the usefulness, safety, and relevance of Jamu.

### 2.1.2. Perception

Perception, as described by Al-Jeraisy [18], refers to the impression, selection, and interpretation of stimuli received from the external environment. Furthermore, the process involves the organization and interpretation of information and sales propositions acquired through the five senses.

According to Torri [19], questioned consumers conveyed a sense of comfort and safety about the consumption of Jamu goods. Most participants saw Jamu as operating slowly and gently in comparison to traditional treatments, and regard it as less effective. A number of users have asserted that their safety is evidenced by the extensive historical usage of Jamu by humans:

“Jamu has been utilized for numerous generations and has been empirically tested on many individuals historically. The producers of Jamu possess knowledge regarding the optimal combination of herbs and other constituents, having acquired this expertise from their mothers or grandmothers, thus ensuring it is a well-established and validated practice.”

“Certain individuals assert that conducting laboratory trials for Jamu and traditional medicine is essential to ascertain their toxicity”. I am aware that certain plants are poisonous; nonetheless, in the In the instance of Jamu, the Javanese have utilized its herbs for an extensive period, and it has been demonstrated to be beneficial for health. Individuals aged 25 to 35 were much less inclined to consider herbal treatments as an alternative compared to other age demographics.

There are inherent hazards associated with the consumption of Jamu; consumers did not evaluate their own usage of herbal medicines in relation to the information they had acquired on these risks.

“My mother-in-law often asserted, though I cannot verify its accuracy, that combining various plants and roots, as well as mixing different types of Jamu, may result in illness.”

Individuals aged 25-35 years or 60 years and older were more like to respond with 'don't know' when questioned about the comparative hazards and advantages of Jamu and other herbal remedies.

### 2.1.3. Family context as a social influence

The family environment refers to the social climate, interactions, and shared practices within a household that influence individual attitudes and behaviors [20]. Family members play a central role in shaping health beliefs, lifestyle patterns, and consumption habits. In the context of traditional products such as Jamu, knowledge and practices are often transmitted intergenerationally through observation, communication, and shared routines.

Family influence operates as a socialization mechanism that shapes how individuals evaluate product attributes. Exposure to family consumption patterns may increase familiarity, perceived safety, and cultural relevance of Jamu. Conversely, limited family engagement may reduce perceived importance or trust. Therefore, family context does not

directly constitute perceived value, but it influences the cognitive and emotional processes through which perceived value is constructed.

Kalavana, Lazarou, and Christodoulou [21] indicated that family cohesiveness was strongly and positively associated with healthy eating and physical exercise, whereas family stress was significantly correlated with unhealthy eating, smoking, alcohol consumption, and insufficient sleep. Furthermore, Kalavana et al. [21] asserts Personal and interpersonal dimensions are significant factors that determine healthy living behaviors in teenagers.

In contrast, the prior study by Torri [19] emphasizes the perception and risks associated with Jamu, whereas this research concentrates on the perceived value of Jamu.

## **2.2. Purchase decision**

The dependent variable in this study is the buying decision. [22] stated that the purchasing decision is the process of selecting between two or more alternatives, culminating in the choice to buy or refrain from buying. Consumers should have other alternatives available when making decisions. The purchasing decision-making process requires particular facts to be verified or acquired. She further elucidates that the purchasing decision is the process via which buyers ascertain which things to acquire. Consumers are inclined to purchase their preferred brand; nevertheless, their decisions might be influenced by two factors: the conduct of others and unforeseen situations, which exist between purchasing intentions and the final choice. The desire to purchase will shift if the circumstances encountered by clients impede or compel them to abandon the purchase or seek alternate options. The purchasing choice process comprises three steps [18]. Initial: Pre-acquisition phase

1. Identifying an inquiry regarding consumption and recognizing the necessity to address it.
2. To search for and collect pertinent information.
3. Assessing various methodologies.
4. Selecting the appropriate choices. - Second: Acquisition phase
5. The deal has been concluded. - Third: Post-purchase phase
6. Evaluate and quantify the acquired brand before to and subsequent to utilization.
7. Disposal of products.

## **2.3. Generation z**

People born between 1997 and 2012 are commonly considered to be part of Generation Z. This group comes after the Gen Z's generation and before Generation Alpha. They are generally called the first real "digital natives" since they grew up with the internet, cell phones, and social media as a normal part of their lives from a very young age.

Research shows that the social settings and relationships of Generation Z have a big impact on how they buy things. Friends, internet groups, and even micro-influencers all have an effect on how people judge and use items. Consumption among Gen Z goes beyond only meeting practical needs; it often represents social identity, moral values, and self-expression.

## 2.4. Consumer behavior

Consumer behavior, as described by Al-Jeraisy [18], encompasses the actions undertaken by customers, analogous to decision-making processes, in their pursuit of goods or services to satisfy their needs or desires, as well as in the evaluation, acquisition, utilization, and disposal of these products.

1. **Fundamentals of Comprehending Consumer Behavior**  
Consumer behavior is driven by motives and incentives. Motives are intrinsic variables that drive consumer behavior, whereas incentives are extrinsic aspects that represent the anticipated advantages of purchasing the product.
2. **Consumer behavior encompasses several actions.**  
Consumer behavior encompasses a series of actions that eventually culminate in a purchasing choice by the customer.
3. **Consumer behavior progresses via sequential stages.**  
Three phases of consumer behavior in decision-making:
  - Pre-purchase decision
  - Purchase decision
  - Post-purchase decision
4. **Consumer behavior fluctuates based on temporal factors and structural elements.**  
Time denotes the moment a transaction occurs and the duration of the purchase. Structure denotes the quantity of stages or phases in the purchasing process and the aggregation of actions conducted at each juncture.
5. **Consumer behavior encompasses several functions.**  
Consumer behavior encompasses several functions, beginning with the identification of a buying concept, progressing through the decision-making process, and culminating in the utilization of the product.
6. **Consumer behavior is influenced by external forces.**  
External determinants that affect consumer behavior:
  - a. Culture
  - b. Reference groups
  - c. Social Stratification
  - d. Family
  - e. Marketing strategies
  - f. Contextual Elements

## 2.5. Purchase motivation

Motivation, as described by Herawati, Prajanti, and Kardoyo [23], is the intrinsic drive that compels an individual to act, originating from the pressure of unfulfilled demands.

[24] stated that a motivation may be defined as a drive or desire of an individual seeking fulfilment. He further articulates that buy motivation may be defined as the variables or forces that provide an impetus for purchasing, incite action, or determine the selection of products or services acquired.

Accordingly, this study conceptualizes family context as a social antecedent that influences perceived value, which subsequently affects Generation Z' s purchase decisions regarding Jamu.

## **2.6. Hypothesis**

Perceived value represents the overall evaluation of a product's benefits relative to its costs and plays a central role in shaping consumer decision-making. When consumers perceive a product as beneficial, relevant, and trustworthy, they are more likely to develop favorable purchase intentions and make actual purchasing decisions.

In the context of traditional herbal beverages such as Jamu, perceived value reflects consumers' cognitive and experiential evaluation shaped by awareness, perception, and social influence. A higher perceived value is expected to increase the likelihood of purchase among Generation Z consumers.

Based on consumer behavior theory and perceived value theory, this study proposes that perceived value significantly influences purchase decision.

To test the relationship between perceived value and purchase decision, the following hypotheses are formulated:

H<sub>0</sub>: Perceived value of Jamu does not significantly influence purchase decision.

H<sub>1</sub>: Perceived value of Jamu significantly influences purchase decision.

## **3. Method**

### **3.1. Research design**

This study employs a quantitative research design using a descriptive and explanatory approach to examine the influence of perceived value on purchase decision regarding Jamu among Generation Z consumers. The research adopts a cross-sectional design, in which data are collected at a single point in time to capture respondents' evaluations and behavioral tendencies.

A quantitative approach is used to enable statistical testing of the hypothesized relationship between perceived value and purchase decision. The study focuses on measuring consumer evaluations of Jamu and assessing whether these evaluations significantly predict purchasing behavior.

### **3.2. Population and sampling**

The target population consists of Generation Z individuals who have experience consuming Jamu. Generation Z is defined as individuals born between 1997 and 2012.

A non-probability sampling technique was applied, specifically purposive sampling, to ensure that respondents met the inclusion criterion of prior Jamu consumption. This approach was selected because the study requires participants who are familiar with the product being evaluated.

A total of 125 valid responses were collected and included in the analysis. This sample size satisfies minimum requirements for quantitative behavioral research and is considered sufficient for regression analysis.

### **3.3. Data collection method**

Primary data were collected using a structured questionnaire administered online through Google Forms. The questionnaire consisted of closed-ended statements measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The instrument was designed to measure two main variables:

- Perceived value of Jamu (independent variable)
- Purchase decision (dependent variable)

Perceived value was conceptualized as a multidimensional construct reflected through three evaluative dimensions:

1. Awareness
2. Perception
3. Family context

Although conceptually multidimensional, these dimensions represent interrelated indicators of overall value evaluation. Therefore, they were aggregated to form a single composite perceived value score used in regression analysis.

Secondary data were obtained from academic journals, books, and prior research related to consumer behavior, perceived value, herbal medicine, and Generation Z consumption patterns.

### **3.4. Measuremen of variables**

#### **3.4.1. Perceived value**

Perceived value refers to the overall consumer evaluation of the benefits, usefulness, and relevance of Jamu. It reflects cognitive judgment and social influence derived from awareness, perception, and family context.

Perceived value was operationalized as a composite variable by averaging all measurement items representing the three dimensions. The resulting index represents the overall perceived value of Jamu and serves as the independent variable in the regression analysis.

#### **3.4.2. Purchase decision**

Purchase decision refers to the consumer's behavioral tendency to select, consume, or intend to purchase Jamu. It is measured through indicators reflecting evaluation, intention, and consumption-related decision processes. The aggregated score represents the dependent variable in the regression model.

### **3.5. Data analysis procedures**

Data analysis was conducted using SPSS statistical software and proceeded through several stages.

### **3.5.1. Descriptive statistics**

Descriptive statistics were used to summarize respondent characteristics and response patterns for each measurement item. Mean scores were interpreted using Likert scale intervals to indicate response intensity.

### **3.5.2. Validity and reliability testing**

Instrument validity was assessed using Pearson product-moment correlation. Items with correlation coefficients exceeding the required threshold were considered valid.

Reliability was evaluated using Cronbach's Alpha coefficient. A value greater than 0.70 indicates acceptable internal consistency.

### **3.5.3. Composite variable construction**

Because perceived value is operationalized as a higher-order construct, all measurement items representing awareness, perception, and family context were averaged to produce a single composite score. This aggregated index represents overall perceived value and was used in regression analysis.

### **3.5.4. Classical assumption testing**

Prior to regression analysis, standard assumption tests were conducted to ensure model suitability:

- Normality test using Kolmogorov-Smirnov statistics, histogram, and normal probability plot
- Heteroscedasticity test using the Glejser method

### **3.5.5. Hypothesis testing**

Simple linear regression analysis was performed to examine the effect of perceived value on purchase decision. The regression model estimates the extent to which perceived value predicts variation in purchase decision.

Model significance was evaluated using:

- F-test to assess overall model fit
- T-test to evaluate the regression coefficient

Hypothesis testing was conducted at a 5% significance level ( $\alpha = 0.05$ ). If the significance value is less than 0.05, the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_1$ ) is supported.

## 4. Results and Discussion

### 4.1. Respondent

Among 125 responses, 62.4% are male, and 48.8% are aged 19 to 21.

### 4.2. Descriptive data analysis

The following statements are the ones with the highest mean score by the respondents:

- Jamu is safe for consumption due to its natural composition. (Perception).
- Jamu is more economical for everyday use and should be disseminated to the community. (Awareness)
- Family engagement with Jamu enhances my awareness of Jamu. Family Environment
- Jamu as an alternative therapeutic modality. Acquisition Determination

The subsequent statements received the lowest mean scores from the respondents:

- Herbal medication operates more rapidly than conventional medicine. Perception
- Consuming Jamu shortly. Awareness
- Family impacts the decision-making process. Family Environment
- Utilizing Jamu as a daily supplement. Acquisition Determination

### 4.3. Validity and reliability testing

Upon gathering the responses from the pre-test questionnaires, the results were analyzed using SPSS software. All questions successfully passed the validity test, with each item exceeding the Pearson correlation threshold of 0.361. Furthermore, in the reliability assessment, all items surpassed the minimum Cronbach's Alpha value of 0.70. The post-test results exceed the minimal Pearson correlation coefficient of 0.175, and all items in the reliability test exceed the minimum Cronbach's Alpha value of 0.70.

### 4.4. Normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		125
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	3.09438632
	Most Extreme Differences	
		Absolute
		Positive
		Negative
Test Statistic		.056
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Figure 1. Normality test

The figure reveals that the Asymp. Sig. (2-tailed) is 0.200, suggesting a normal distribution of the data, since it exceeds 0.05. To confirm the normal distribution of the data, an additional approach employed is the Histogram graphic and the Normal Probability Plot (P-Plot Test).

#### 4.5. Hypothesis (f-test & t-test)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	910.160	1	910.160	94.287	.000 <sup>b</sup>
	Residual	1187.328	123	9.653		
	Total	2097.488	124			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Perceived Value						

Figure 2. F-test

The F-Test result is 94.287, with a significance level of 0.000, as seen in the table above. The F-table employed in this investigation is 3.92, with a significance threshold of 0.05. Since the test result exceeds the F-table value, H11 can be approved.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5.282	1.706		-3.096	.002
	Perceived Value	.327	.034	.659	9.710	.000
a. Dependent Variable: Purchase Decision						

Figure 3. T-test

The T-Test result presented in the table above is 9.710, with a significance level of 0.000. The T-table employed in this investigation is 1.97944, corresponding to a significance level of 0.05. Since the test result exceeds the T-table value, H11 can be approved.

## 5. Conclusion

### 5.1. Conclusion

In summary, Jamu is a traditional Indonesian herbal medication that has been used for hundreds of years to treat illnesses and stay healthy. Today, Jamu is having a hard time adapting to modern life. 49.53% of Indonesians drink Jamu to stay healthy. To stay alive in today's world, Jamu has to change into tablets, capsules, and sachets. The Gen Z's generation is one of the largest generations in the world today, and they are also the biggest spenders. The goal of this study is to look at how the perceived value of Jamu affects the buying decisions of Gen Z. To maintain its culture, Indonesia's present generation must be aware of the perceived worth of Jamu.

To study how the perceived value of Jamu affects Gen Z' buying decisions, 125 people were given surveys using Google Forms online. Using information from Chapter 4, Simple Linear Regression, we can say that the perceived value of Jamu has a 42.9% effect on the buying choice of Gen Z. We also did a descriptive data analysis to look at the factors in more detail. The descriptive data analysis indicates that a majority of Gen Z have previously consumed Jamu and are inclined to drink it again. But, as was said in chapter 4, Jamu is hard to find. Also, Gen Z know a lot about Jamu and think that schools should teach future generations about it.

So, the perceived worth of Jamu has a big effect on the Gen Z' s choice to buy it, by 42.9%. It demonstrates that the primary hypothesis of this study is regarded as validated.

This study examined the influence of perceived value on Generation Z' s purchase decisions regarding Jamu. Perceived value was operationalized as a higher-order construct reflected through awareness, perception, and family context indicators, which were aggregated into a composite variable. Using simple linear regression analysis, the findings demonstrate that perceived value has a statistically significant effect on purchase decision.

The results indicate that the more positively Generation Z evaluates the usefulness, safety, relevance, and cultural meaning of Jamu, the more likely they are to purchase or consume it. The regression analysis shows that perceived value explains a meaningful proportion of variance in purchase decision, suggesting that consumer evaluation plays a central role in shaping behavioral outcomes.

Descriptive analysis further reveals that respondents generally perceive Jamu as safe due to its natural composition and recognize its potential health benefits. However, habitual or frequent consumption remains limited, indicating that positive evaluation does not automatically translate into routine usage. Accessibility, convenience, and lifestyle compatibility may therefore moderate actual consumption behavior.

Overall, the findings confirm that strengthening perceived value is essential for increasing Jamu adoption among Generation Z. Traditional heritage alone is insufficient; value must be cognitively recognized and contextually relevant to contemporary consumers.

## **5.2. Theoretical implications**

This study contributes to consumer behavior and perceived value literature in several ways.

First, it reinforces the theoretical proposition that perceived value functions as a direct predictor of purchase decision. The findings support value-based consumption models in which consumer evaluation mediates the relationship between product attributes and behavioral outcomes.

Second, the study extends perceived value research into the context of traditional herbal beverages. By operationalizing perceived value as a multidimensional construct reflected through awareness, perception, and social context, this research demonstrates how cultural products are evaluated within modern consumer frameworks.

Third, the findings suggest that family context operates as a social influence shaping evaluation rather than as an independent behavioral predictor. This conceptual clarification strengthens construct validity and aligns with socialization theory in consumer behavior research.

### **5.3. Managerial implications**

This study indicates that perceived value significantly influences Generation Z's purchase decisions regarding Jamu. From a hospitality and gastro-tourism perspective, this result confirms that consumer evaluation is a critical determinant of experiential consumption, particularly for culturally embedded products. Prior research in tourism and hospitality demonstrates that perceived value shapes satisfaction, behavioral intention, and engagement with heritage-based offerings (Chen & Chen, 2009; Wang & Wang, 2010). Therefore, traditional beverages such as Jamu must be positioned not only as cultural artifacts but as meaningful experiential products within contemporary hospitality environments.

#### **5.3.1. Implications for hospitality experience design**

Hospitality establishments play a central role in shaping how consumers interpret and evaluate traditional food and beverage products. Consumer perception is influenced not only by functional attributes but also by symbolic meaning and experiential context (Al-Jeraisy, 2008). For Generation Z consumers, experiential authenticity and lifestyle relevance are particularly important drivers of consumption behavior.

Hospitality providers can strengthen perceived value by embedding Jamu into curated cultural and wellness experiences. This may include interactive preparation rituals, sensory tasting sessions, or integration into spa and health-oriented service offerings. Such experiential framing enhances perceived authenticity and cultural meaning, which are essential for heritage-based consumption (Chen & Chen, 2009).

#### **5.3.2. Implications for gastro-tourism development**

Traditional herbal beverages represent an important component of culinary heritage and can function as distinctive tourism assets. Research on Jamu consumption shows that knowledge transmission and cultural familiarity influence how consumers perceive benefits and risks (Torri, 2012). Therefore, gastro-tourism initiatives should actively interpret and communicate the cultural, medicinal, and historical significance of herbal traditions.

Destination managers can incorporate Jamu into culinary heritage tours, wellness tourism programs, and gastronomy festivals. By transforming consumption into a learning-based cultural experience, tourism stakeholders can increase perceived value while supporting heritage preservation (Amalia & Aprianingsih, 2017).

### **5.3.3. Implications for destination branding**

Perceived value also plays a strategic role in destination positioning. Heritage products contribute to destination differentiation when they are framed as unique experiential offerings rather than merely traditional commodities (Chen & Chen, 2009). Positioning Jamu as both a cultural heritage beverage and a contemporary wellness product aligns with global tourism trends emphasizing health, authenticity, and experiential learning.

Branding strategies that connect ancestral knowledge with modern healthy lifestyles can enhance both symbolic and functional value, thereby strengthening tourist engagement.

### **5.3.4. Implications for sustainable cultural commercialization**

The results further suggest that cultural preservation and market adaptation are not mutually exclusive. Family and social environments influence health behaviors and consumption patterns (Kalavana et al., 2011), indicating that cultural practices can be sustained through social transmission when they remain relevant to contemporary lifestyles.

Collaborative partnerships between local producers, hospitality businesses, and tourism authorities can support sustainable commercialization of traditional herbal knowledge. Such integration strengthens local economic development while maintaining cultural continuity (Amalia & Aprianingsih, 2017).

## **5.4. Limitations and future research**

First, the study used non-probability sampling, which may limit generalizability. Future research may employ probability sampling to improve external validity.

Second, perceived value was analyzed as a composite construct. Although this approach provides clarity regarding overall influence, it does not allow examination of the relative contribution of each dimension. Future studies may apply multiple regression or structural equation modeling to test the individual effects of awareness, perception, and family context.

Third, the study focused exclusively on Generation Z consumers. Comparative research involving other generational cohorts may provide deeper insight into intergenerational differences in evaluating traditional herbal beverages.

Fourth, additional variables such as lifestyle orientation, health consciousness, product availability, and price perception may further explain purchase decision variance. Incorporating these factors could strengthen future explanatory models.

Finally, qualitative research exploring deeper motivations and symbolic meanings associated with Jamu consumption may complement quantitative findings and enrich theoretical development.

### 5.5. Overall contribution

This study contributes to understanding how traditional cultural products can be evaluated and adopted within modern consumer markets. By demonstrating that perceived value significantly influences Generation Z purchase decisions, the research highlights the importance of cognitive evaluation and contextual relevance in sustaining traditional herbal beverages in contemporary settings.

The findings suggest that modernization and cultural preservation are not mutually exclusive; rather, perceived value serves as the bridge between heritage authenticity and contemporary consumer acceptance.

### 5.6. Recommendation for next author

1. The survey indicates that 57.1% of Gen Z's buying decisions are influenced by unidentified variables. Future studies should identify other elements that influence Gen Z's purchasing decisions.
2. According to prior research, the familial environment influences an individual's lifestyle. Therefore, it is advisable to utilize family environment as an independent variable in forthcoming study.
3. To safeguard Indonesian culture, particularly Jamu, future study might investigate additional variables influenced by the perceived value of Jamu.
4. This research may be undertaken on a larger scale, increasing the number of respondents to enhance the test results.
5. A study might be undertaken on contemporary Jamu cafés as a case analysis.

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