Modeling Repurchase Interest in Traditional Food from The Perspective of Generation Z Women

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Abstract. Generation Z is more exposed to Western cultural patterns, including when choosing food. This causes interest in repurchasing traditional food among Generation Z to be very low. This study explored how consumer experience influences the interest in purchasing traditional food among Generation Z. This research employed a quantitative approach, gathering data through questionnaires distributed to 100 participants using a purposive accidental sampling method. This study focuses on women from Generation Z who enjoy purchasing food, drawn from a total population of 490,005 individuals. The analysis of the data was conducted using the SEM-PLS technique. Findings revealed that the likelihood of repurchasing traditional food is significantly affected by various aspects of consumer experience. Factors such as pride in consuming traditional food, rich in nutrition, affordable prices, satisfying service, and online service satisfaction are reflections of consumer experience variables that contribute to repurchase interest in traditional food among Generation Z women, and the research model shows the level of fit at the NFI value.

Keywords: Consumer, Experience, Food, Repurchase, Traditional.

1   Introduction

The decision to repurchase traditional foods is an interesting one in modern society's cultural development and consumption trends based on health and positive past experiences, and people prefer to remember and make memorable positive experiences [1]. Even some communities oppose globalization and the power of multinational food companies in terms of nutrition [2]. Traditional food brings the core of culture and tradition and the unique identity of the community [3] and the promotion of a country that attracts tourists and increases local tourism [4] as well as one factor that influences developed countries related to the culinary industry [5]. Like Gastronomy tourism in France, tourists do this by liking traditional French dishes [6]. The food and beverage sector in developing countries is hereditary and based on local wisdom by employing local people [7].

Prior studies on repurchase interest in food purchased online across two generations—older and younger demographics—indicate that consumer satisfaction is impacted by product and brand quality [8]. This satisfaction is particularly noticeable after

the purchase, reflecting factors such as having the product in hand, the level of customer support, perceived benefits, and the quality of packaging [9]. Based on these two studies, it can be seen that significant differences in food purchases made online must consider all the elements that influence repurchase interest, both pre- and post-purchase elements, and see from various consumer perspectives.

Some research on consumer behavior in the service sector is oriented toward expectation disconfirmation and cognitive psychology to predict consumer behavior [10]. This is seen in dining experiences encouraging them to return [11]. Although repurchases related to traditional food can be done online or offline, research related explicitly to Generation Z women is important because they often interact directly and on social media platforms. Another thing is that Generation Z is more exposed to Western cultural patterns, including choosing food [12]. This causes a lack of interest in repurchasing traditional food among Generation Z. Therefore, this study aims to model repurchase interest in traditional food from the perspective of Generation Z women.

2   Methods

The research was conducted on Generation Z women in Karawang Regency using quantitative research methods. Quantitative research focuses on collecting and analyzing data in numbers to test hypotheses and answer research questions [13]. The total population of women in Generation Z is 490,005 individuals [14]. Utilizing the Slovin formula, a sample of 100 respondents was established, allowing for a margin of error of 10% [15]. The sampling method employed was purposive accidental sampling. Data was collected through the distribution of questionnaires [16] related to consumer experience variables with indicators of pride in consuming traditional food, rich in nutrition, affordable prices, satisfactory service, and online service satisfaction and repurchase interest variables with indicators, namely continued consumption of conventional food, recommending traditional food, continuing to consume traditional food despite price increases, plans to maintain the habit of consuming traditional food [17]. The data was analyzed using the SEM-PLS (Partial Least Squares Structural Equation Modeling) approach, utilizing Smart PLS software for the analysis [18].

3   Results and Discussion

The information on the respondents in this study is presented in Table 1. Based on Table 1 regarding respondent data, it can be explained that repurchase interest in traditional food according to the dominant generation Z women aged 18-20 years as many as 64 people (64%). Among the respondents, 100 individuals (100%) completed their high school education, and 54 occasionally made purchases (54%).

Table 1. Respondent data.

No	Description	Indicator	Frequency	Percentage
1	**Gender**	**Female**	**100**	**100%**

2	**Age**	**18-20 years**	**64**	**64%**
		21-24 years	**36**	**36%**
			100	**100%**
3	**Education**	**High School / Equivalent**		
		Diploma III	**0**	**0%**
		Strata 1	**0**	**0%**
4	*Frequency*	**Always**	**3**	**3%**
		Often	**40**	**40%**
		Sometime	**54**	**54%**
		Ever	**3**	**3%**

To address the research hypotheses using the SEM-PLS model and SMART PLS 3.0, the researchers utilized the indicators from the study by [17], which have been validated for both reliability and validity. Two approaches were employed to assess validity: convergent validity and discriminant validity. Convergent validity examines the correlation between the indicator scores and the construct scores. The PLS-SEM model meets the convergent validity criteria if the outer loading (loading factor) exceeds 0.5 and the Average Variance Extracted (AVE) is greater than 0.5 [19].

As illustrated in Figure 1, the highest loading factor value for consumer experience is related to satisfaction with online services, which stands at 0.909. The smallest is pride in consuming traditional food at 0.644. As for the indicators related to repurchase interest, the most significant value is the continuity of consuming traditional food at 0.890. The smallest is the plan to maintain the habit of consuming traditional food at 0.798.
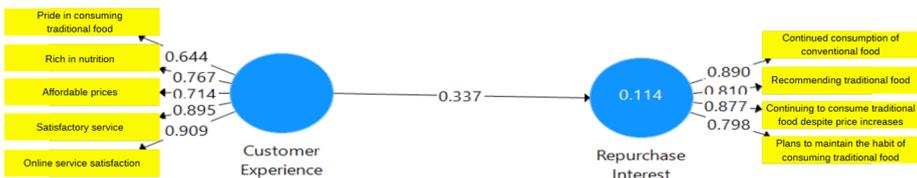

Fig. 1. Research outcome model.

The average value of the Average Variance Extracted is presented in Table 2.

Table 2. Mean value of extracted variance assessment.

Variable	AVE Value
Customer Value	**0.628**
Repurchase Interest	**0.714**

Table 2 indicates that the value for each variable exceeds the average threshold (>0.5), which aligns with the results of the convergent validity assessment. The next step in the analysis involves testing reliability through both composite reliability and Cronbach's

alpha. Composite reliability evaluates the reliability of indicators within a variable, and a variable is considered to meet the composite reliability standard when its value is greater than 0.7. The composite reliability values for each variable are presented in Table 3.

Table 3. Composite reliability value.

Variable	Composite Reliability Value
Customer Experience	**0.892**
Repurchase Interest	**0.909**

Tables 3 and Table 4 demonstrate excellent reliability for the variables 'Customer Experience' and 'Repurchase Interest'. The composite reliability values (Table 3) exceed 0.7 for both and meet established reliability standards, as do the Cronbach's alpha values (Table 4), further confirming the reliability.

Table 4. Cronbach's alpha.

Variable	Cronbach's alpha Value
Customer Experience	**0.865**
Repurchase Interest	**0.869**

Based on the results in Table 5, the R-Square value in the table shows that the repurchase interest variable is influenced by the consumer experience variable by 0.114 or 11.4%. In comparison, the rest is influenced by other variables outside this study by 88.6%. The path coefficient value to show how much influence the exogenous variables have on the endogenous variables can be seen in Table 6.

Table 5. R-Square.

Variable	R-Square	R-Square Adjusted
Repurchase Interest	**0.114**	**0.105**

Table 6. Path-coefficient.

Variable	Repurchase Interest
Repurchase Interest	**0.337**

Table 6 indicates a substantial positive effect of Customer Experience on Repurchase Interest, with a path coefficient of 0.337. A t-test (Table 7, using SMART-PLS 3.0) confirmed the significance of this relationship. The t-statistic of 3.842 significantly exceeds the critical value ($p < 0.000$), supporting the acceptance of H_1 (the hypothesized relationship between Customer Experience and Repurchase Interest) and rejecting the null hypothesis (H_0). So, it can be concluded that the variable consumer experience regarding pride in consuming traditional food, rich in nutrition, affordable prices,

satisfying service, and online service satisfaction contributes to a positive influence on repurchase interest in conventional food so that consumers are willing to pay or make sacrifices to get traditional products or food because of their interest in these products [20].

Table 7. T Statistics.

Variable	Repurchase Interest	
	T Statistics	P *Value*
Customer Experience	**3.842**	**0.000**

Another analysis was used to determine the predictive value related to how well the observations were made using the blindfolding method. The results listed in the SMART PLS application are shown in Table 8.

Table 8. Predictive relevance value.

Item	PLS Result		Linear Model Result	
	RMSE	Q^2_predict	RMSE	$RMSE_{PLS}-RMSE_{LM}$
Y1	**0.708**	**0.071**	**0.723**	**-0.015**
Y2	**0.603**	**0.003**	**0.606**	**-0.003**
Y3	**0.613**	**0.052**	**0.626**	**-0.013**
Y4	*0.776*	*0.088*	*0.753*	*0.023*

Based on Table 8 and Table 9, the predictive relevance value with the comparison between the PLS RMSE value and the Linear Model RMS value is obtained smaller. Hence, the value of observations made in the study has better research model strength.

Table 9. Predictive relevance value.

Predictive Relevance	$Q^2(=1-SSE/SSO)$
Repurchase Interest	**0.071**

Table 10. SEM value.

Hypothesis	SEM	P-Value <0,1	Value
H₁: Consumer experience affects repurchase interest	**0.372**	**0.000**	**Accepted**

Table 10 shows that the hypothesis (H_1) positing a relationship between consumer experience and repurchase interest is supported ($p < 0.000$). The null hypothesis (H_0) is therefore rejected. The effect size is 0.372.

Model of repurchase interest in traditional food from the perspective of Generation Z women.

The model's fit evaluates the effectiveness of the employed research model, as seen from the NFI value criteria outlined in Table 11.

Table 11. NFI value.

FIT Model	Saturated Model	Estimation Model
NFI	**0.748**	**0.748**

According to Table 11, the model's NFI (Normed Fit Index) value is 0.748. This implies that the model demonstrates a fit of 74.8% in this study.

The inclination among Generation Z women to repurchase traditional foods represents a nuanced blend of cultural identity, convenience, and health-conscious decisions. Prior studies emphasize that traditional foods are anchors of cultural heritage and individual identity, fostering a connection to culture and positive purchasing attitudes driven by pride and nostalgic associations [21]. Many consumer groups view traditional foods as an expression of resistance against standardized, globalized food systems led by multinational corporations, opting instead to uphold local traditions and indigenous knowledge [2].

The satisfaction associated with online purchases is heavily influenced by factors like product quality, brand image, and post-purchase experiences, all of which shape repurchase intentions [22]. This research broadens understanding by investigating factors specific to Generation Z. This group is highly engaged with digital platforms where traditional and global food choices coexist. Prior studies have shown that reliable delivery, attractive packaging, and responsive customer service significantly encourage repurchase behavior, particularly in digital marketplaces [9].

The role of customer satisfaction, especially regarding online service experiences, reveals a modern evolution in purchasing behavior within Generation Z. As a tech-savvy demographic, Generation Z has high expectations of digital interactions, which reflect both their comfort with online and Western food cultures, sometimes diminishing their interest in traditional foods [12]. This study found that satisfaction with online services emerged as the most influential factor for repurchase interest, with a notable loading factor of 0.909, aligning with [17], who observed similar trends in loyalty across various service sectors.

Repurchase interest among Generation Z is shaped by product availability and experiential factors, such as pride, cultural affiliation, and nostalgia [11]. This study corroborates that customer experience—an intersection of affordability, service quality, and satisfaction with online services—significantly impacts repurchase interest, as indicated by the t-statistic of 3.842 (p < 0.000). These findings align with prior research on consumer loyalty, which underscores the role of experiential factors in driving repeat purchases [10].

Furthermore, while customer experience positively influences repurchase interest (accounting for 11.4%), a considerable proportion (88.6%) of repurchase motivation arises from factors outside the scope of this study. This suggests that external influences, such as peer recommendations, social media trends, and exposure to diverse culinary experiences, may also be pivotal in shaping repurchase behavior [18].

This study shows how Generation Z's engagement with cultural heritage unfolds within a globalized digital landscape. Given Generation Z's receptivity to global food trends, marketers may need to devise strategies that merge traditional values with contemporary consumer expectations. Enhancing digital presence, emphasizing health

benefits, and employing cultural narratives could enhance the appeal of traditional foods, thereby encouraging repurchase intentions [13].

Finally, predictive analysis and model-fit metrics attest to the robustness of the study model. With an NFI score of 0.748, the model shows a satisfactory fit of 74.8%, aligning well with observed trends in repurchase interest [23]. Consistent with past research, this outcome underscores the value of holistic, consumer-focused approaches in understanding Generation Z's distinct preferences and behaviors surrounding repurchase decisions.

4   Conclusions

Consumer experience is important in increasing repurchase interest among Generation Z women in traditional food. Factors such as pride in consuming traditional food, rich nutrition, affordable prices, satisfactory service, and online service satisfaction reflect consumer experience variables contributing to repurchase interest in traditional food among Generation Z women. Therefore, traditional food sellers are advised to improve the quality of consumer experience, both online and offline, to encourage repeat purchases. This research provides insights for traditional food businesses to understand the importance of consumer experience in their marketing strategy, especially in attracting and retaining Generation Z women consumers.

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