International Journal of Travel, Hospitality and Events e-ISSN 2828-2590
Volume 4 Number 3 Year 2025 Pages 308-318 p-ISSN 2828-5093
DOI: 10.56743/ijothe.v4i3

The Influence of Tiktok Social Media on Generation Z's Preferences in Choosing Traditional Food in Garut Regency

Windi Wulandari[1*] , Yosef Abdul Ghani[2]

Departemen of Tourism

[1,2] STP Ars Internasional, Bandung, Indonesia

windiwulandari810@gmail.com, yosef.ghani@ars.ac.id

Received on	Revised on	Accepted on
5 August 2025	27 September 2025	29 September 2025

ABSTRACT

The impact of TikTok social media on Generation Z's preference for traditional food in Garut Regency is examined in this research. The study employed a quantitative technique with a survey methodology, and the data were gathered from 214 members of Generation Z using questionnaires. The reliability test confirms the validity of the instrument, while the validity test reveals that all indicators of TikTok Social Media (X) and Traditional Food Preference (Y) are valid. The data are suitable for regression analysis, according to classical assumption testing, which reveals that they are normally distributed and free of heteroscedasticity. Furthermore, Cronbach's Alpha is greater than 0.70. The regression results demonstrate that TikTok has a substantial and beneficial impact on Gen Z's preference for traditional cuisine, with a regression coefficient of 0.658 and a significance level of value of 0.000 $p < 0.05$. TikTok explains 44.5% of the variance in preferences, as shown by the coefficient of determination (R^2), which is 0.445. According to the research, conventional culinary enterprises should use TikTok as a potent marketing platform to increase Generation Z's interest in traditional cuisine.
Keywords: Social Media Tiktok, Preferences, Traditional Food, Generation Z, Garut Regency

INTRODUCTION

Among the regencies in West Java, Garut is one of the areas most frequently visited by tourists. Tourist arrivals are not only driven by natural attractions but also by other forms of tourism, including culinary tourism (Ta'wamaludin & Widiyanti, 2022). Garut is widely recognized as a producer of various traditional food products such as Dodol Garut, Dorokdok, Burayot, Wajit, Angleng, Kue Balok, Ladu, Endog Lewo, Chocodot, and Sambel Cibiuk, along with numerous processed foods made from sticky rice and coconut. These culinary items are enjoyed not only by the local community but also serve as favorite souvenirs for visitors (Pokhrel, 2024). The richness of these traditional foods strengthens Garut's cultural identity while also offering considerable economic potential to boost the tourism industry. In line with technological advances and digital trends, the promotion of Garut's culinary heritage is increasingly supported by social media platforms such as TikTok, Instagram, and YouTube (Syafa & Sumarlan, 2025). These digital channels have become effective means of showcasing the culinary diversity of the region, especially in attracting the

younger generation. Traditional food content, including Dodol, Chocodot, Dorokdok, and sticky rice–coconut–based delicacies, has gained significant popularity due to the growing use of platforms like TikTok, Instagram, and YouTube by Generation Z and millennials (Firmansyah Bratadiredja, 2023).

In the current digital era, advances in technology have transformed the way individuals access information. Various media such as television, radio, and particularly smartphones connected to the internet make it easier for people to obtain information (Finamore et al., 2021). The presence of digital media enables society, especially Generation Z, to get information anytime and anywhere without needing direct physical presence. This development positions social media platforms like TikTok as a major source of information, including updates on popular and viral foods.

The following is a direct observation at a traditional food seller's place to see whether Generation Z is interested in traditional food.

Table 1. Generation and Number of Buyers

Age	Generation	Number of buyers
20-28	Z	-
30 – 39	Millennial	57
40 – 55	X	23

(Source: Researcher, 2025)

From the results of observations involving 80 traditional food consumers, it was revealed that most buyers were in the 30–55 year age group, consisting of 57 individuals aged 30–39 years (Millennial Generation) and 23 individuals aged 40–55 years (Generation X). In contrast, no buyers were found from Generation Z (15–28 years old). This condition raises an important question: Why is Generation Z not purchasing traditional food? Is it because they do not enjoy its taste? Do they perceive traditional food as less appealing? Or perhaps the promotional strategies used are not aligned with Gen Z’s preferences and lifestyle? These findings highlight a challenge for business actors and stakeholders to further investigate the underlying reasons and to formulate strategies capable of increasing Gen Z’s interest in exploring and appreciating traditional food.

RESEARCH METHODS

A quantitative research approach is used in this study. Given that the goal of this study is to statistically assess the impact of a single variable, namely, the use of a quantitative methodology was deemed acceptable. TikTok, on Generation Z's preference for traditional foods in Garut Regency. A survey was sent out to 214 participants in the Gen Z group in order to gather the data using SPSS

RESULTS AND DISCUSSION

The Product Moment Correlation method was utilized to assess the reliability of the research tool by comparing the score of each statement item to the overall total score. With a significance level of 0.05, or 5%, the validity test was conducted on 214 participants. An item is considered legitimate.

The r-table value itself is determined by the degrees of freedom (df), which is calculated using the following formula: if the computed r-value is greater than the r-value in the table. df = n – 2, df = 214 - 2 = 212

Based on df = 212 and a significance level of 0.05, the r table value is 0.1342. Therefore, if the calculated r is greater than 0.1342, the questionnaire can be declared valid. The results of the validity test can be seen in the following.

Table 2. TikTok Social Media Validity Test (X)

Pernyataan	r hitung	r tabel	Standar Sig	Keterangan
X,1	0.577			Valid.
X.2	0.618			Valid.
X.3	0.624			Valid.
X.4	0.645			Valid.
X.5	0.585	0,1342	<0,05	Valid.
X.6	0.591			Valid.
X.7	0.549			Valid.
X.8	0.617			Valid.
X.9	0.611			Valid.
X10	0.593			Valid.

(Source: Researcher's Calculations, SPSS)

The results of the validity test table show that all indicators of the TikTok Social Media variable (X) have an r-count greater than the r-table and a significance value less than 0.05. This finding demonstrates that every statement item in the questionnaire possesses sufficient validity and can be considered statistically valid.

Table 3. Validity Test of Traditional Food Preferences (Y)

Pernyataan	r hitung	r tabel	Sig	Standar Sig	Keterangan
Y1	0.545		0,000		Valid.
Y.1	0.675		0,000		Valid.
Y.2	0.521		0,000		Valid.
Y.3	0.496		0,000		Valid.
Y.4	0.613	0,1342	0,000	<0,05	Valid.
Y.5	0.687		0,000		Valid.
Y.6	0.520		0,000		Valid.
Y.7	0.625		0,000		Valid.

Y.8	0.453		0,000		Valid.
Y.9	0.619		0,000		Valid.

(Source: Researcher's Calculations, SPSS)

The results presented in the validity test table reveal that all indicators of the Traditional Food Preference variable (Y) obtained an r-count greater than the r-table and a significance value below 0.05. This confirms that every questionnaire item demonstrates an acceptable level of validity and is statistically valid.

Table 3. Reliability Test

Variable	*Cronbach's Alpha*	*Parameter Cronbach's Alpha*	Information
TikTok Social Media (X)	0.803	0,70	Reliable
Food Preferences Traditional (Y)	0.775	0,70	Reliable

(Source: Researcher, Results of SPSS data management)

The reliability test results show that both the TikTok Social Media (X) and Traditional Food Preferences (Y) variables have Cronbach's Alpha values exceeding the threshold of 0.70, indicating that all questionnaire items are reliable.

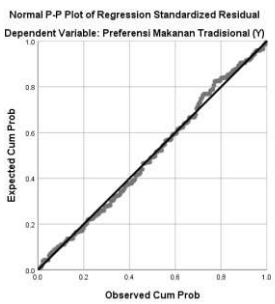
1. Classical Assumption Test

Two essential classical assumption tests are the normality test and the heteroscedasticity test.

1. Normality Test

Prior to conducting regression analysis, a normality test is necessary to verify that the data satisfies the assumption of a normal distribution. This test can be carried out using either a visual or a statistical method. In the visual method, the data distribution is evaluated through a Normal Probability Plot (P-P Plot), whereas the statistical method employs the One-Sample Kolmogorov-Smirnov Test to provide a more precise quantitative assessment of the data's normality.

Figure 1. Normality test



(Source: Research, SPSS management results)

International Journal of Travel, Hospitality and Events e-ISSN 2828-2590
Volume 4 Number 3 Year 2025 Pages 308-318 p-ISSN 2828-5093
DOI: 10.56743/ijothe.v4i3

The Normal Probability Plot (P-P Plot) shows that the residual points generally align along the diagonal line, indicating that the residuals are normally distributed. There are no significant deviations or irregular patterns away from the diagonal. Therefore, based on this visual assessment using the P-P Plot, the normality assumption for this regression model is considered fulfilled.

Table 4. One-Sample Kolmogorov-Smirnov Test

		Unstandardized residual
N		214.
Normal Parameters[a,b]	Mean	0.000000
	Std. Deviation	5.27600330
Most Extreme Differences.	Absolute	0.053.
	Positive	0.036.
	Negative	-0.053.
Test Statistic.		0.053.
Asymp. Sig. (2-tailed).		.200[c,d]

(Source: Researcher, SPSS administrator results)

a. The test distribution is normal.
b. Determined using data.
c. Lilliefors Significance Correction.
d. The real significance cannot be less than this.

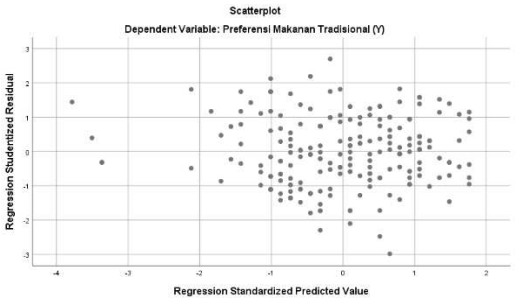
The Kolmogorov-Smirnov technique was also used to conduct a statistical normality test, which produced a significance value (Asymp. Sig. 2-tailed) of 0.200. The fact that this value is higher than the 0.05 significance threshold indicates that the data are normally distributed and meet the basic requirements for further analysis.

2. Heteroscedasticity Test

The heteroscedasticity test is conducted to determine whether there is equality or inequality in the residual variances across observations in a regression model. When the residual variance remains constant, this condition is referred to as homoscedasticity. In contrast, if the variance is inconsistent, it is termed heteroscedasticity. One method to identify this is by examining the patterns displayed in the scatterplot graph below.

International Journal of Travel, Hospitality and Events e-ISSN 2828-2590
Volume 4 Number 3 Year 2025 Pages 308-318 p-ISSN 2828-5093
DOI: 10.56743/ijothe.v4i3

Figure 2. Dependent Variable



(Source: Researcher, SPSS 2025)

The scatterplot results indicate that the residual points are randomly dispersed around the zero line and do not form any specific patterns, such as a cone shape or systematic arrangement. This suggests that heteroscedasticity is not present in the regression model. To further confirm these results, a statistical test using the Glejser method can be conducted by regressing the absolute values of the residuals against the independent variable. The resulting significance (Sig) value is then compared to the 0.05 threshold to determine whether signs of heteroscedasticity exist.

Table 4. Coefficients[a]

Model		Unstandardized coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	Constant	5.607	1.088		5.152	0.000.
	Media sosial TikTok (X)	-0.035	0.029	-0.083	-1.209	0.228

(Dependent Variable: ABS_RES)

As demonstrated in the table above, the Glejser approach was used to conduct the heteroscedasticity test, and the TikTok Social Media variable (X) had a significance score of 0.228. Because this number exceeds 0.05, we can conclude that the regression model does not display heteroscedasticity.

3. Simple Linear Regression Test

The aim of simple linear regression is to examine whether a significant relationship exists between a single independent variable (X) and a dependent variable (Y).

Formula :

$$Y=a+bX+e$$

Information:

YYY = dependent variable

International Journal of Travel, Hospitality and Events e-ISSN 2828-2590
Volume 4 Number 3 Year 2025 Pages 308-318 p-ISSN 2828-5093
DOI: 10.56743/ijothe.v4i3

X = independent variable

a = constant (value of Y when X = 0)

bbb = regression coefficient (the amount of change in Y due to a change in X)

eee = error

Table 5. Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
1	(Constant)	11.075	1.907		5.808	0.000
	TikTok Social Media (X)	0.658	0.050	0.669	13.113	0.000

(Dependent Variable: Traditional Food Preference (Y)

The simple linear regression test produced the following equation:

$$\boldsymbol{Y = 11,075 + 0,658X}$$

a. The constant value of 11.075 indicates that if the TikTok Social Media variable (X) has a value of zero, then Traditional Food Preference (Y) still has a value of 11.075.
b. The regression coefficient of TikTok Social Media (X) shows a positive relationship of 0.658. This indicates that every one unit increase in TikTok Social Media will increase the Traditional Food Preference value by 0.658 units.

4. Hypothesis Testing

1. Uji T

The t-statistic test is employed to assess how much each independent variable contributes to explaining the variation in the dependent variable. Given a sample size of 214 and two variables, the degrees of freedom (df) can be determined using this formula:

df = n - k = 214 - 2 = 212

Based on the df, the t table value obtained was 1.97121.

Table 6. Coefficients[a]

Model		Unstandardized coefficients		Standardized coefficients	T	Sig.
		B	Std Error.	Beta		
1	Constant	11.075	1.907		5.808	0.000
	Media sosial TikTok (X)	0.658	0.050	0.669	13.113	0.000

(Dependent Variable: Traditional Food Preference Y SPSS)

The t-test data reveals a t-value of 13.113 and a significance level of 0.000 for the TikTok Social Media variable (X). The TikTok Social Media component (X) has a t-value of 13.113 and a significance level of 0.000, as shown by the t-test results. Since the t-value exceeds the t-table value and the significance is less than 0.05, Ha is favored over H0, providing evidence in favor of the assertion. The fact that TikTok Social Media is influencing the preferences of Gen Z in Garut Regency in a beneficial way

2. Coefficient of determination (R^2)

The degree to which changes in the dependent variable are explained by the model is represented by the coefficient of determination (R^2). The table below displays the R2 value, which denotes the proportion of variance in the dependent variable that can be explained by the independent variables in the model.

Table 7. Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.669[a]	0.448	0.445	5.288

(Researcher SPSS)

a. Predictors: (Constant), TikTok Social Media (X)
b. Dependent Variable: Traditional Food Preference (Y)

The coefficient of determination test yielded an R2 value of 0.445, which is equivalent to 44.5%. According to this, the TikTok Social Media variable (X) The regression model adequately explains the relationship between the Traditional Food Preference variable (Y), which accounts for 44.5% of the variation in that variable. The remaining 55.5% is influenced by variables outside the model, while the independent and dependent variables in this study are not.

3. Correlation Coefficient Test

In this study, the direction and strength of the connection between variables measured on an interval scale were determined using the correlation coefficient test. In the study, TikTok (X) served as the independent variable, while Traditional Food Preference (Y) served as the dependent variable. The aim was to determine how well TikTok reflects preferences for traditional food. The correlation coefficient (r) that is produced reflects both the degree of the relationship between these variables and its direction, be it positive or negative.

Table 8. Correlations

		Media Sosial TikTok (X)	Preferensi Makanan Tradisional (Y)
Media Sosial TikTok (X)	Pearson correlation	1	0.669
	Sig. 2-tailed		0.000

	N	214	214
Preferensi Makanan Tradisional (Y)	Pearson correlation	0.669	1
	Sig. 2-tailed	0.000	
	N	214	214

(Source: Researcher, SPSS 2025 Results)

The results of the calculations showed that the correlation coefficient between TikTok (X) and Traditional Food Preferences (Y) is 0.669. This indicates a strong positive relationship, suggesting that increased TikTok usage is associated with a higher preference for traditional foods among Generation Z. In other words, the more intensively Generation Z engages with TikTok, the more their preference for traditional foods tends to increase

CONCLUSION

The study, which polled 214 participants in Garut Regency, looked at how TikTok social media impacted Gen Z's preference for traditional cuisine. As demonstrated by r-values surpassing, it may be inferred that all of the measures for the TikTok Social Media (X) and Traditional Food Preference (Y) variables are legitimate. the significance levels below 0.05 and the r-table. The research instrument is likewise trustworthy, as evidenced by Cronbach's Alpha values greater than 0.70 for both variables, demonstrating the consistency and reliability of the survey questions. The Kolmogorov-Smirnov test (sig. = 0.200 >) and the P-P Plot graph both support the classical assumption tests, which show that the residuals satisfy the normality requirement. Based on the scatterplot and Glejser test, there is no evidence of heteroscedasticity (sig. = 0.228 > 0.05) or multicollinearity (sig. = 0.05). The regression analysis reveals a consistent 11.075, indicating that the desire for traditional cuisine remains at this level even in the absence of TikTok use. According to the regression coefficient of 0.658, there is a 0.658-unit increase in traditional food preference for every one-unit rise in TikTok usage. The t-test confirms that there is a positive correlation between TikTok usage and traditional food choices. And the significant influence of TikTok (t = 13.113; sig. = 0.000 0.05). The R^2 value of 0.445 also shows that 44.5% of the variation may be attributed to TikTok. TikTok usage accounts for the majority of traditional food preferences, while other variables account for 55.5%. The correlation coefficient of 0.669 indicates a high degree of association between TikTok usage and traditional food choices. a favorable link between TikTok use and Generation Z's preference for traditional cuisine in Garut Regency.

REFERENCES

Adawiyah, D. P. R. (2020). The influence of TikTok application use on adolescent self-confidence in Sampang Regency. *Journal of Communication, 14*(2), 135–148. https://doi.org/10.21107/ilkom.v14i2.7504

Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science, 48*(1), 79–95. https://doi.org/10.1007/s11747-019-00695-1

De Freitas, T. B., Satie, J., Bagne, E., Oliveira, C. S. C. S., Finamore, P. da S., Kós, R. S., Corrêa, J. C. F., Collange Grecco, L. A., De Souza, D. R., Rezende, F. L., Duarte, N. de A. C. A. C. D. A. C., Batista, K. G., Lopes, P. de O. B., Serradilha, S. M., Souza, G. A. F. de, Bella, G., & Dodson, J. (2021). *[Title missing]. Journal of Chemical Information and Modeling, 53*(February). https://doi.org/10.1080/09638288.2019.1595750

Firmansyah Bratadiredja, M. (2023). Utilizing TikTok as a digital marketing tool in culinary promotion for MSMEs. *Journal of Communication and Media, 7*(2), 144–155.

Hadi, A. S., & Pratiwi, M. A. (2023). TikTok as a marketing communication tool for culinary SMEs in Indonesia. *Journal of Digital Communication, 5*(2), 112–124. https://doi.org/10.26740/jdc.v5n2.p112-124

Hassan, L. M., Shiu, E., & Parry, S. (2021). The influence of social media influencers on young consumers: The role of social comparison and materialism. *International Journal of Consumer Studies, 45*(2), 206–221. https://doi.org/10.1111/ijcs.12605

Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising, 19*(1), 58–73. https://doi.org/10.1080/15252019.2018.1533501

Nugroho, A., & Putri, R. A. (2022). The role of TikTok in shaping Gen Z's food consumption behavior in urban Indonesia. *Journal of Consumer Studies, 10*(3), 211–225.

Omar, B., & Dequan, W. (2020). Watch, share or create: The influence of personality traits and user motivation on TikTok mobile video usage. *International Journal of Interactive Mobile Technologies, 14*(4), 121–137. https://doi.org/10.3991/ijim.v14i04.12429

Pokhrel, S. (2024). *[Title missing]. ΕΛΕΝΗ. Αγαη, 15*(1), 37–48.

Statista. (2025). *Number of TikTok users in Indonesia from 2019 to 2025*. Retrieved from https://www.statista.com/statistics/1234567/indonesia-tiktok-users

Syafa, C., & Sumarlan, I. (2025). Marketing communication strategy of Burayot Simadu in increasing the competitiveness of Garut's culinary specialties. *Journal of Communication and Media Studies, 9*(1), 110–121.

Ta'wamaludin, R., & Widiyanti, R. (2022). Designing an e-guidebook as a media for culinary tourism promotion in Garut Regency. *Proceedings of the 13th Industrial Research Workshop and National Seminar*, 1323–1331. http://download.garuda.kemdikbud.go.id/article.php?article=2944389&val=26048&title=Designing an E-Guidebook as a Media for Culinary Tourism Promotion in Garut Regency

Xu, X., Pratt, S., & Tavitiyaman, P. (2023). Social media influencers as endorsers to promote travel destinations: An application of self-congruence theory. *Journal of Travel Research, 62*(6), 1127–1142. https://doi.org/10.1177/00472875221102256