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Determinants of generation Z purchase intention for single origin chocolate in Indonesia

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Abstract. This study provides a comprehensive analysis of the factors influencing purchase intention for single origin chocolate among Generation Z consumers in Indonesia. This focus on single-origin, traceable products is increasingly vital for developing resilient, high-value supply chains necessary to withstand long-term environmental challenges impacting cocoa production. It specifically aims to quantify the partial and simultaneous influence of three key independent variables: consumer motivation, perceived quality, and perceived price. A quantitative, cross-sectional survey design was employed. Data was collected via an online questionnaire from 406 Indonesian Generation Z respondents, selected through a purposive sampling technique. The study's hypotheses were tested using multiple linear regression analysis, conducted after the instrument was confirmed for validity and reliability, and all classical assumption tests (normality, multicollinearity, and heteroscedasticity) were successfully met. The findings demonstrate that for this emergent, premium product, Generation Z's purchase intention is overwhelmingly driven by a clear value calculation. This research provides a robust predictive model for producers. Marketing strategies should prioritize justifying the premium price point by clearly and transparently communicating unique quality attributes (e.g., sensory profiles, origin story) to align with and activate existing consumer motivations.

1 Introduction

Indonesia occupies a paradoxical position within the global cocoa industry. The nation is a dominant force in production, ranking as the fourth-largest cocoa producer in the world with an annual output estimated at 728,046 tons [1]. This significant agricultural output, however, is starkly contrasted by a paradoxically low domestic consumption rate. Globally, chocolate consumption is dominated by European and North American markets, with European consumption accounting for 49% of the world's total. Per capita consumption in nations like Switzerland stands at 9.0 kg, while Indonesia's remains negligible at just 0.25 kg per capita [2].

This disparity highlights that Indonesia is, domestically, a "less mature market" for chocolate products. However, this status is not indicative of a stagnant market but rather

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represents a significant opportunity for robust national industry growth. Recent data indicates a positive trend, with per capita consumption growing, albeit slowly. The realization of this growth potential is contingent upon strategic market innovation that can elevate the perceived value of domestic cocoa and captivate a new generation of consumers.

In response to the need for domestic market innovation, the concept of single origin chocolate has emerged as a high-potential, high-value product category. Unlike conventional chocolate, which is typically produced from a blend of cocoa beans from various unspecified locations, single origin chocolate is defined by its traceability. It is crafted from cocoa beans sourced from a single, specific geographical area, plantation, or region. This geographic specificity is its primary value proposition; the unique terroir—the climate, soil, and cultivation techniques of that specific location—imparts a distinct and complex flavour and aroma profile to the final product [3].

This product category directly addresses the challenge of industrial growth by shifting the focus from cocoa as a bulk commodity to a premium product. This shift also aligns with global consumer trends toward sustainability, ethical sourcing, and environmental traceability, where single-origin products implicitly offer greater transparency regarding origin and cultivation practices. The strategic importance of this innovation has been empirically validated. A study by Hardi Purba et al. [4], utilizing the Analytical Hierarchy Process (AHP), investigated innovation priorities for small-to-medium enterprises (SMEs) in the Indonesian chocolate industry. The findings identified "single origin" as the highest priority market innovation, possessing the greatest potential for strengthening the downstream processing industry (weight = 0.377). This establishes single origin chocolate not merely as a trend, but as a critical strategic pivot for the domestic industry.

The successful introduction of a novel, premium product category requires a receptive consumer base. Generation Z, defined as the cohort born between 1997 and 2012, represents this critical target demographic [5]. This generation, having grown up as digital natives, possesses a distinct set of consumer characteristics. Research characterizes them as food consumers who value authenticity, innovation, and diverse culinary experiences. Generation Z's engagement with food is often a form of self-expression. They demonstrate a significantly higher willingness to explore new and unusual flavour combinations compared to previous generations and are drawn to products with innovative or authentic production processes [6]. This exploratory and experience-seeking mindset makes Generation Z an ideal target market for a product like single origin chocolate, which is rich in a 'story' (its origin) and 'experience' (its unique sensory profile). Despite this clear alignment, a significant research gap exists; there is a lack of empirical data on the specific factors that determine purchase intention for this product among this demographic in the Indonesian context. To address this research gap, this study develops a conceptual model based on established consumer behaviour theories to identify the key determinants of purchase intention. Therefore, the aim of this study is to quantify the partial and simultaneous influence of consumer motivation (X_1), perceived quality (X_2), and perceived price (X_3) on the purchase intention (Y) for single-origin chocolate among Generation Z consumers in Indonesia.

2 Method

2.1 Research Design and Sample

Following Ferdinand (2014), purchase intention is conceptualized as a multi-dimensional construct encompassing: transactional interest (the tendency to buy the product), referential interest (the tendency to recommend the product to others), and explorative interest (the tendency to seek more information about the product) [7]. In this study purchase intention

(Y) is the dependent variable, where Motivation (X1), Perceived quality (X2) and Perceived price (X3) are the independent variables as seen in Figure 1.

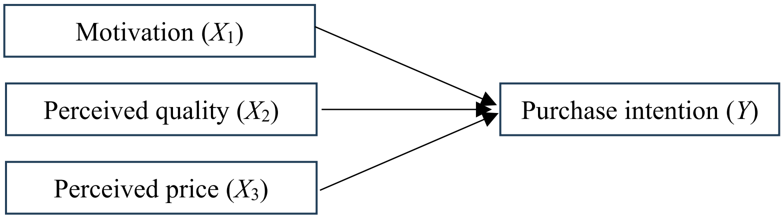

Fig 1. Model of the study

Motivation (X1) is defined as the internal, psychological driving force that compels an individual to act. This force is generated by a state of tension arising from an unfulfilled need [8]. In the context of consumption, these motivations can be bifurcated into rational motives (based on objective criteria such as quality, nutritional content, or utility) and emotional motives (based on subjective criteria such as the pursuit of pleasure, pride, status, or new experiences). Given that single origin chocolate appeals to both—rational (quality, unique ingredients) and emotional (novelty, status)—it is hypothesized that: "H1= Motivation (X1) significantly affects the customers purchase intention (Y)".

Perceived quality refers to a consumer's subjective judgment of a product's overall excellence or superiority [9]. This is distinct from objective quality; it is a holistic perception formed by the consumer. For a product like single origin chocolate, this perception is built upon both intrinsic cues (physical characteristics like unique taste, aroma, and texture) and extrinsic cues (the origin story, packaging, and branding). The very premise of single origin is its superior and unique sensory quality, which is directly linked to its geographical origin [10,11]. Therefore, a higher perception of quality is expected to directly increase purchase intention and the second hypothesis is "H2= Perceived quality (X2) significantly affects the customers purchase intention (Y)".

Perceived price is the consumer's cognitive interpretation of the monetary cost of a product, which is then encoded as 'high', 'low', or 'fair'. Price plays two primary roles in consumer decision-making [12]: (1) an allocative role, where it acts as a measure of sacrifice or a budget constraint, and (2) an informative role, where it serves as an extrinsic cue or signal for quality. For a new, premium product with less-known intrinsic cues, this informative role is paramount. A high price can signal high quality, while a price perceived as 'reasonable for the quality' can significantly enhance purchase intention. Therefore, the third hypothesis in this study is "H3= Perceived price (X3) significantly affects the customers purchase intention (Y)".

Furthermore, this study employed a quantitative, descriptive research design utilizing a cross-sectional survey methodology. This approach allows for the analysis of consumer attitudes, perceptions, and intentions at a single point in time, providing a snapshot of the determinants of purchase intention for the target population.1 Data was collected between February and May 2022. The survey instrument was a structured questionnaire administered online via Google Forms, which facilitated wide distribution and data collection from a geographically diverse sample of Generation Z consumers across Indonesia. The target population (N) was defined as all members of Generation Z in Indonesia. Based on 2021 data from the Indonesian Ministry of Home Affairs, this population comprises 68,662,815 individuals. To determine a statistically robust sample size from this large population, Slovin's formula was applied with a 5% (0.05) margin of error. The calculation yielded a minimum required sample size of 400 respondents. A purposive sampling technique was employed to ensure that all respondents met the specific criteria of the study (i.e., being a member of Generation Z in Indonesia). The final, valid sample size (n) obtained for analysis was 406, exceeding the minimum requirement.

2.2 Measures and Operationalization

All variables in the study were measured using multi-item scales adapted from established, previously validated research instruments, i.e.:

- Motivation (X_1): This independent variable was measured using 4 items adapted from Yusa [13]. The items were designed to capture both rational and emotional drivers, assessing interest based on unique sensory attributes, nutritional content, and social/trend-following motives.
- Perceived Quality (X_2): This independent variable was measured using 7 items adapted from Jaafar [14]. These items assessed consumer perceptions of the product's intrinsic quality, sensory appeal, and the clarity of extrinsic cues like ingredient labelling.
- Perceived Price (X_3): This independent variable was measured using 4 items adapted from Jaafar [14]. The items focused on the price-value relationship and its role in decision-making, including price comparison and the perceived fairness of the price.
- Purchase Intention (Y): The dependent variable was measured using 4 items adapted from Yazdanpanah and Forouzani [15]. These items captured the consumer's transactional, planning, and explorative intent.

Respondents indicated their level of agreement on a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). All data collected from the 406 valid questionnaires were processed and analysed using the Statistical Product and Service Solutions (SPSS) software package.

3 Result and Discussion

3.1 Respondent Characteristic

The demographic profile of the 406 respondents provides a clear portrait of the Generation Z sample surveyed. As detailed in Table 1, the sample demonstrates specific characteristics. Most respondents (43.3%) fall into the 21-25 age bracket, representing the older cohort of Generation Z, who are likely university students or early-career professionals. The sample also skews female, with 57.6% of respondents identifying as women.

Geographically, the sample is heavily concentrated on the island of Java, with respondents from Central Java (35.5%), DKI Jakarta (17.7%), and DI Yogyakarta (14.8%) constituting the largest groups. Educationally, the respondents are well-educated, with 44.6% having completed high school and 26.8% holding a bachelor's degree or applied bachelor's degree. In terms of income, the largest cohorts were those earning Rp 1,000,001 - Rp 3,000,000 per month (30.5%) and Rp 500,000 - Rp 1,000,000 per month (29.8%).

While the purposive sampling method and its resulting concentration in Java limit the national generalizability of these findings, this demographic profile is not a methodological flaw. On the contrary, it is highly representative of the prime target market or "early adopter" segment for a premium, novel food product like single origin chocolate. This group (urban, educated, young professional females) typically possesses the disposable income and cultural-culinary interest required to engage with such a product, thereby enhancing the practical relevance of the study's findings for marketing and product development.

3.2 Hypothesis Testing and Regression Results

Following the successful validation of the classical assumptions, multiple linear regression analysis was performed to test the four hypotheses. The results, summarized in Table 2, demonstrate a robust and highly significant model.

Table 1. Demographic Profile of Respondents (n=406)

Characteristic	Category	Frequency	Percentage (%)
Age	10-15 Years	58	14.3
	16-20 Years	153	37.7
	21-25 Years	**176**	**43.3**
	26-30 Years	19	4.7
Gender	Male	172	42.4
	Female	**234**	**57.6**
Domicile (Top 5)	**Central Java**	**144**	**35.5**
	DKI Jakarta	72	17.7
	DI Yogyakarta	60	14.8
	Banten	31	7.6
	Jawa Barat	29	7.1
	Other (19 provinces)	70	17.3
Education	**Senior highschool**	**181**	**44.6**
	Undergraduate	109	26.8
	Junior highschool	37	9.1
	Diploma	28	6.9
	Primary school	22	5.4
	Other (S2, S3)	29	7.2
Income (IDR)	**Rp 1,000,001 - 3,000,000**	**124**	**30.5**
	Rp 500,000 - 1,000,000	121	29.8
	less than Rp 500,000	101	24.9
	Rp 3,000,001 - 5,000,000	30	7.4
	higher than Rp 5,000,000	30	7.4

The test of the simultaneous hypothesis, conducted via the F-test, yielded an F value of 974.576, which is significantly larger than the F table value of 2.627. The model's significance was 0.000 (less than 0.05). This result confirms that the independent variables—motivation (X1), perceived quality (X2), and perceived price (X3)—when taken together, form a valid and statistically significant model for predicting the purchase intention (Y) of Generation Z. The coefficient of determination (Adjusted R^2) for the model was 0.878. This is a central finding of the study. It indicates that 87.8% of the total variance in purchase intention for single origin chocolate can be explained by the combined influence of motivation, perceived quality, and perceived price. The remaining 12.2% is attributable to other variables not included in this study's model.

The t-test results were used to evaluate the partial hypotheses (H1, H2, H3). All three independent variables were found to have a statistically significant and positive partial effect on purchase intention. As seen in Table 2, for Motivation (X1), the t value was 6.078 higher than t table (1.966) with a significance of 0.000 hence H1 is accepted. Further, for Perceived Quality (X2), the t value was 12.143 > t table (1.966) with a significance of 0.000 therefore H2 is accepted. And the last, for Perceived Price (X3), the t value was 15.081 > t table (1.966) with a significance of 0.000, hence H3 is accepted as well. Based on these results, the final multiple linear regression equation is:

$$Y = -1.742 + 0.118(X1) + 0.263(X2) + 0.553(X3) + e$$

The standardized beta coefficients reveal the relative strength of each predictor. Perceived Price (X3) emerged as the most dominant determinant of purchase intention (beta = 0.509), followed by Perceived Quality (X2) (beta = 0.401), and finally Motivation (X1) (beta = 0.120).

Table 2. Multiple Linear Regression Results (Dependent Variable: Purchase Intention (Y))

Model (Variable)	Unstandardized Coefficient (B)	Standardized Coefficient (β)	t-value	Sig. (p-value)	Hypothesis Result
(Constant)	-1.742		-6.333	0	
X1: Motivation	0.118	0.12	6.078	0	H1 Accepted
X2: Perceived Quality	0.263	0.401	12.143	0	H2 Accepted
X3: Perceived Price	0.553	0.509	15.081	0	H3 Accepted
Model Summary					
n = 406		Adjusted R^2 = 0.878	F-value = 974.576	Model Sig. =.000	

3.3 Discussion

The statistical results provide a clear and powerful narrative of the Generation Z consumer's decision-making process for this emergent product. The discussion interprets the "why" behind these quantitative findings.

Unlike an established, high-frequency purchase product (e.g., a mass-market chocolate bar), where factors like habit, brand loyalty, or short-term promotions might heavily cloud the decision process, the intention to purchase this novel product is not yet habitual. Instead, Generation Z's evaluation appears to be a highly fundamental and rational calculation. Their intention is formed almost entirely by the three core variables tested: Motivation ("Am I interested in this concept?"), Perceived Quality ("Does it sound like a superior product?"), and Perceived Price ("Is it worth the cost?"). This finding validates the chosen theoretical model as not just statistically significant, but as a comprehensive and highly predictive framework for this specific product-market context.

The analysis of individual predictors reveals a counter-intuitive but critical finding: the single strongest predictor of purchase intention is Perceived Price (beta = 0.509). For a product whose entire premise is superior quality, it is significant that price is the dominant factor in the consumer's mind. This finding must be interpreted with nuance. It does not imply that Generation Z is merely price-sensitive and desires a low price. If that were the case, they would default to mass-market (and cheaper) chocolate. Instead, this finding strongly supports the informative role of price, as outlined in the theoretical framework [12]. For a new, premium, and complex product, price is the most immediate and tangible signal of its quality and value. Generation Z, characterized as price-conscious, is not looking for a cheap product but for a justifiable one.

This aligns with the discussion in [14], notes that consumers are willing to pay a premium if they perceive a high value—that is, if the product's attributes and quality justify the cost. Therefore, the primary marketing challenge for single origin chocolate producers is not to compete on price, but to aggressively justify their premium price point.

The justification for the premium price is found in the second-strongest determinant: Perceived Quality (beta = 0.401). This factor is the logical and necessary anchor for the price-value calculation. The entire market proposition of single origin chocolate is its differentiation based on unique sensory attributes (flavour, aroma) and its traceability [3].

The data confirms that this is not just a marketing narrative; it is a core driver of consumer choice.

As the original thesis discussion notes, consumers perceive high quality as a risk-reduction strategy, which is particularly salient for food products. Consumers must trust that the product is safe and will deliver a superior experience. The high beta weight for quality indicates that Generation Z is actively seeking these quality cues. This places a clear burden on marketers: they must use all tools available—transparent labelling, evocative sensory descriptions, and the authentic "story" of the cocoa's origin—to build a robust perception of quality. This perception, in turn, validates the premium price signal.

Motivation was found to be a significant and positive driver, albeit the weakest of the three predictors (beta = 0.120). This finding is logical when viewed within the decision-making process. While price and quality are the evaluative criteria used to judge the product, motivation is the initiating spark that brings the consumer to the evaluation in the first place.

The descriptive statistics from the source document already indicated that Generation Z respondents possess a high level of motivation toward this product concept. This existing motivation is a blend of the rational (e.g., perceived nutritional benefits) and the emotional (e.g., unique aroma, the desire to follow a new trend). This finding implies that producers do not need to create motivation from scratch; the market is already "warmed up." The challenge is not to create interest, but to channel this existing latent interest by providing a product that delivers on its quality and value promises.

4 Conclusion

This study empirically identified and quantified the key determinants of purchase intention for single origin chocolate among Generation Z consumers in Indonesia. The analysis concludes that the motivation, perceived quality, and perceived price each have a statistically significant and positive partial influence on purchase intention. The three variables, when assessed simultaneously, exert a significant and positive influence on purchase intention. The proposed model demonstrates exceptional explanatory power, with the three independent variables collectively explaining 87.8% of the variance in purchase intention. The relative importance of these determinants is clear: perceived price is the most dominant factor, followed closely by perceived quality, and then motivation. Crucially, the high value placed on perceived quality and price justification by Generation Z validates a strategic shift towards traceable, premium single-origin cocoa. This market validation provides the necessary economic incentive for producers to invest in higher-quality, diversified, and more resilient cocoa cultivation methods, which are essential for mitigating and adapting to the long-term impact of climate change on Indonesian cocoa production.

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