Differences in Healthy Lifestyle and Healthy Food Consumption among Millenials and Generation Z

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ABSTRACT

Purpose: This study aims to determine whether there are differences in a healthy lifestyle and healthy food consumption among millennials and Generation Z in Jakarta.

Research methods: The technique used in this study uses a comparative quantitative research method—sources of data were obtained from primary data and secondary data by collecting data by distributing questionnaires. The population in this study is the people of DKI Jakarta aged 17 to 42 years.

Results and discussion: The study analyzed the healthy lifestyle and food consumption habits of Millennials and Generation Z in Jakarta. The survey included 107 respondents aged 17-42 years, divided equally between the two generations. Descriptive analysis revealed that both generations exhibit a relatively high awareness of maintaining a healthy lifestyle, especially post-COVID-19 pandemic. Millennials show a preference for balanced meals and adequate sleep, while Generation Z also values regular exercise and hydration. However, Generation Z has a higher tendency to smoke and consume alcohol compared to Millennials.

Implication: From the results of this study, it can be concluded that there are differences in healthy lifestyles and healthy food consumption among millennials and Generation Z in Jakarta.

Keywords: Healthy Lifestyle, Healthy Food Consumption, Millennial Generation, Z Generation

INTRODUCTION

Running a healthy lifestyle is an added value for everyone who does it. A healthylifestyle is done to avoid various diseases. A healthy lifestyle can be done by exercising, getting enough rest, and consuming nutritionally balanced foods. Coupled with the COVID-19 pandemic, more and more people realize the importance of a healthy lifestyle. According to Handayani (2021), a survey conducted by Herbalife Nutrition 2020 recorded that 79% of Indonesian respondents agreed to adopt a healthy lifestyle and change their diet to be healthier during the pandemic. The survey results show that Indonesians are beginning to realize the importance of a healthy lifestyle to maintain health and increase immunity.

One part of a healthy lifestyle is paying attention to the intake of nutritious foods and drinks for the body, so we need to choose healthy foods.Healthy foods

contain carbohydrates, proteins, vegetables, fats, vitamins, and minerals that benefit the body. With this, someone who pays attention to health or has a specific diet will prefer eating healthy foods. The millennial generation or Generation Y is the generation born between 1980-1995, aged 27 to 42 years, while Generation Z was born in 1995-2010, aged 12 to 27 years, unlike the previous generation, namely the baby boomers generation born in 1946 to 1960 and generation X born in 1960 to 1980 who ate less unhealthy foods because they were aware of the importance of a healthy lifestyle or minimizing the symptoms of the disease that had been suffered.

Food trends in the current modern era are known to contain a lot of unhealthy foods that contain fat and sugar and are high in calories, which can cause disease if consumed regularly and in excess. One example is the fast food phenomenon that occurs nowadays, which is easy to find, such as fried chicken, kebabs, burgers, soft drinks, and others. (Hardiyansyah, 2017). The results of research conducted by the Health Education Authority, aged 15-34, are the most consumers.

who consume fast food (Ranggayuni & Aini, 2021: 278). Changes to a diet whose composition is high in fat, carbohydrates, cholesterol, and low in fiber found in fast food, which is popular with millennials and Generation Z because it is easy to get, practical, and tastes delicious even though it has little nutrition, in addition to an increase in unhealthy lifestyles such as watching tv, working in front of a computer for a long duration which causes a decrease in physical activity.

With the above phenomenon, where millennials and Generation Z have an unhealthy lifestyle and like to eat unhealthy foods. This study was conducted to determine whether or not there are differences in healthy lifestyles and healthy food consumption in Jakarta people between two generation groups, namely millennials and generation Z.

Healthy Lifestyle

Lifestyle is an action that forms a self-identity that distinguishes one person or group from another (Cleopatra, 2015). According to Anne (2010), a healthy lifestyle is one in which someone pays attention to healthy things such as food and exercise. In addition, an unhealthy lifestyle like smoking and drinking alcohol can damage health. Indicators of a healthy lifestyle, namely (Eko & Sinaga, 2018):

1. Eat with a balanced menu
   Balanced in the sense that it contains substances needed by the body and adequately meets the needs of the body.
2. Exercise
   Includes physical activity and time used for exercise, which depends on the age and health of each person
3. Not smoking
   Smoking habits can lead to various diseases.
4. Not drinking alcohol
   Avoiding alcoholic drinks to avoid various diseases.
5. Controlling stress
   Stress must be controlled so as not to cause health problems by doing positive activities.

Healthy Food Consumption

Healthy food is food that contains fiber and substances needed for the body. Healthy and nutritious foods are rich in nutritional elements such as protein, fat, minerals, and vitamins or more accurately referred to as the four healthy five perfect menus and do not contain chemical foodstuffs, free from germs, harmful ingredients, contamination, and food additives that are not allowed such as formalin and borax (Puspadewi &; Briawan, 2014).

There are several indicators of healthy food. According to (Harwindito &; Patty,2021: 40), healthy food indicators that contain much fiber, do not contain MSG, avoid repeated use of oil, have a variety of balanced compositions, have antioxidants, do not go through much processing, and are hygienic.

Generation

The theory of generational differences, popularized by Howe and William Strausin 1991, states that generations are divided based on the same time of birth and historical events. This definition was developed by Ryder (1965), which states that a

A generation is a group of individuals who experience the same event in the same period (Putra, 2016). The generation group used in this study is the millennial generation, born between 1980 to 1995, and Generation Z, born from 1995 to 2010.

The millennial generation, or Generation Y, was born between 1980 and 1995 and aged 27 to 42. Millennials are the first generationwhose lives are highly integrated with technology. According to (Andrea et al., 2016), the millennial generation was born when technology began to develop, so they understand how to use technology. Millennials do not like to plan for a long time, prefer to enjoy their world, are receptive to cultural changes, and like a fast-paced life.

Generation Z was born in 1995-2010, aged 12 to 27 yearsthis year. This generation is commonly referred to as iGeneration or internet generation. Generation Z already understands and is familiar with using sophisticated gadgets that make it easy for them to get information quickly and easily. Another characteristic of Generation Z, according to (Andrea et al., 2016), is that they are practical, intelligent, critical, wise, creative, and like to lead because they are brave and skilled in using technology.

Hypothesis

The hypotheses in this study are:

H1: There are Differences in Healthy Lifestyles in Millennials and Generation inJakarta

H2: There are Differences in Healthy Food Consumption in Millennials and GenerationZ in Jakarta.

RESEARCH METODS

This study used quantitative research methods with a comparative approach. The population in this study is all Jakarta people from the millennial generation aged 27-42 years and generation Z aged 17-27 years. Sampling in this study used a non-probability sampling technique, namely quota sampling. According to (Suryani and Hendryadi, 2015), Quota sampling is a sampling technique that determines the numberof samples from populations with specific

characteristics to the number of quotasor samples as desired. Because the population size in this study is unknown or too large, the researchers used Lemeshow's (1997) formula. Here is Lemeshow's formula:

$$n = \frac{z^2 p(1-p)}{d^2}$$

Description:
n = Number of Samples
z = Standard Value = 1.96
p = Maximum estimate = 50% = 0.5
d = alpha (0.10) or sampling error = 10%

So, the results of drinking samples needed in this study are 96 samples,which researchers will round into 100 samples. This study used a closed questionnaire so respondents were easy to answer, and researchers obtained structured answers. This research data processing uses descriptive analysis techniques and comparative statistical analysis. Descriptive analysis techniques wereused to compare the average values of healthy lifestyle variables and healthy food consumption among millennials and Generation Z in Jakarta and give an idea of the differences between the two generations.

Researchers used the Independent Sample T-test test to find out and show differencesand test hypotheses.

RESULTS AND DISCUSSION

Table 1. Characteristics of respondents by gender

Gender	Frequency	Percentage(%)
Man	25	23%
Woman	82	77%
Total	107	100%

Based on the table above, it can be seen that respondents with more types of women. This is because the largest population in Jakarta in 2021, according to the Central Statistics Agency, is female.

Table 2. Characteristics of respondents by age

Age	Frequency	Percentage (%)
28-42 years	54	50%
17-27 years	53	50%
Total	107	100%

The table above shows that the number of respondents aged 28-42 years is 54 people, with a percentage of 50%, and respondents aged 17-27 years are 53 people, with a percentage of 50%. This is because the target age in this study is 17-42 years old.

Table 3. Characteristics of respondents by occupation

Work	Frequency	Percentage (%)
Student	40	37%
Civil Servants	5	5%
Private Employees	18	17%
Employee	27	25%
Housewives	6	6%
Entrepreneurial	11	10%
Total	107	100%

The table above shows the number of respondents who are still students/students. This is because the average Generation Z is a student/student, and some over 20 years old have started working. At the same time, the Millennial generation, in general, already has a job.

Table 4. Description of Respondents' Answers on Healthy Lifestyle Variables

Indicators	Statement	Mean	
		Millennial	GenZ
Eat with a balanced menu	1. I like to eat foods with a balanced menu of 4 healthy and five perfect.	3,72	3,98
	2. I like to drink 2 liters of water or 8 glasses in a day	3,70	4,05
Exercise	1. I routinely do sports activities 1-3 times a week.	2,85	3,63
	2. I do sports activities such as walking, jogging, cycling, etc.	3,27	3,63
No Smoking	1. I smoke everyday.	1,18	1,64
	2. I smoke 1-10 cigarettes a day	1,22	1,62
Not drinking alcohol	1. I like to consume alcoholic beverages.	1,25	1,79
	2. I like to smoke 1-10 cigarettes a day.	1,27	1,55
Controlling stress	1. I can control the stress I experience.	3,03	3,49
	2. I can control my emotions	3,11	3,45
Get enough sleep	1. I like to sleep 6-8 hours a day	3,53	3,90

Based on the table above, the descriptive analysis results of the respondents' average answers show that millennials and Generation Z live a healthy lifestyle.The highest average value in the millennial generation is on the indicator of eating with a balanced menu and having enough sleep. In the

indicators of exercising and controlling stress, the millennial generation is in the neutral category, and the millennialgeneration also does not like smoking and drinking alcohol. In Generation Z, the highest average scores were on eating with a balanced menu, getting enough sleep, and exercising. Generation Z also prefers to drink 2 liters of water or eight glasses a day compared to millennials. However, on the indicators of not smoking andnot drinking alcohol, the average value of Generation Z is higher than that of millennials, which means that Generation Z prefers to drink alcohol and smoke compared to Millennials. Judging from the average answer scores of respondents, it can beconcluded that the healthy lifestyle of millennials and Generation Z in Jakarta is relatively high. This is because millennials and Generation Z have now begun to realize the importance of carrying out a healthy lifestyle, especially during the COVID-19 pandemic,to increase body immunity.

Table 5. Description of Respondents' Answers on Healthy Food Consumption Variables

Indicators	Statement	*Mean* Gen	
		Millennial	Z
It contains a lot offiber.	1. I like to eat vegetables and fruits.	4,66	3,92
	2. I regularly eat vegetables and fruits every day.	4,46	3,66
It does not containMSG	1. I like to eat foodsthat are high in salt.	2,87	3,07
	2. I like to eat foods that contain MSG	2,83	3,0
Avoid repeated useof oil	1. I like to eat foodsthat are high in fat.	2,92	2,94
	2. I like to eat fastfood.	3,05	3,39
It has a balancedvariety of compositions	1. I choose foods that make me healthy.	4,37	3,81
	2. I try to eat healthy food when I am out of the house.	4,14	3,32
Has antioxidants	1. I like to eat fruits high in antioxidants, such as grapes, strawberries, and blueberries.	4,11	3,60
	2. I like to drinkcoffee or tea.	3,83	3,75
Not much throughthe processing process	1. I like to eat fastfood like nuggets, sausages and frozen meatballs.	2,94	3,47
	2. I like corned beef, sardines, and other canned foods.	2,88	2.69

Hygenical	1.	I always consume clean foodand drink.	4,72	4,41
	2.	I always pay attention to the cleanliness of the food and drinks I will consume.	4,72	4,50

Based on the table above, the results of descriptive analysis of the average answers of respondents show that millennials and Generation Z are pretty optimistic about eating healthy foods. The millennial generation has the highest average value on indicators containing a lot of fiber and hygiene, which means that most millennials like to consume vegetables and fruits and always consume clean foods anddrinks. Millennials also avoid foods containing MSG, avoid repeated oil use, and try to eat healthy foods outside the home. Generation Z also likes to eatfoods that contain a lot of fiber and hygiene, but most of Generation Z still likes to eat fast food and frozen food. Judging from the average answer value of respondents between generations, millennials generally have a higher average value of healthy food consumption compared to Generation Z. Millennials generally have high mobility. Therefore, they realize the importance of eating healthy foods to maintain stamina to continue carrying out activities. According to (Madan, 2016), the millennial generation prefers healthy food rather than junk food. When buying food, they are not so worried about the price because most of this age group is alreadyworking and can afford food that is good for their health.

Table 6. Healthy Lifestyle Validity Test

Statement	Pearson Correlation
HL1	,626**
HL2	,673**
HL3	,576**
HL4	,534**
HL5	,596**
HL6	,635**
HL7	,574**
HL8	,574**
HL9	,560**
HL10	,556**
HL11	,555**
HL12	,040

Based on the table above, as many as 12 statements on healthy lifestyle variables, there are 11 valid statement items because they have a Pearson Correlation.

Value (r count) is more significant than the r table (0.1900), and one invalid item is found in the 12th statement because the r count is more minor than the r

table.

Table 7. Test the Validity of Healthy Food Consumption

Statement	Pearson Correlation
HF1	,364**
HF2	,493**
HF3	,464**
HF4	,407**
HF5	,452**
HF6	,413**
HF7	,337**
HF8	,466**
HF9	,610**
HF10	,489**
HF11	,423**
HF12	,458**
HF13	,448**
HF14	,442**

Based on the table above, 14 healthy food variable statements are declared valid because they have a more significant Pearson Correlation value (r count) than the rtable (0.1900).

Table 8. Reliability Test

Variable	Cronbach'sAlpha	N of Items
Healthy Lifestyle (X1)	0,817	11
Healthy Food (X2)	0,690	14

Based on the table above, the variables of a healthy lifestyle and healthy food showed a Cronbach Alpha value of more than 0.60, meaning that all variables in this study were declared reliable.

Table 9. Normality Test

One-Sample Kolmogorov-Smirnov Test			
		HL	HF
N		107	107
Normal Parameters[a,b]	Mean	30,2056	51,0467
	Std. Deviation	7,12124	6,34597
Most ExtremeDifferences	Absolute	,077	,069
	Positive	,077	,056
	Negative	-,045	-,069
Test Statistic		,077	,069
Asymp. Sig. (2-tailed)		,141[c]	,200[c,d]

Based on the table above, the value of Asymp is known. The 2-tailed Sig on the Healthy Lifestyle variable has a value of 0.141; this means that the data is usually distributed with more than 0.05 and the Asymp value. The 2-tailed sig on the healthy food variable has a value of 0.200; this indicates average distributed data because it is more than 0.05.

Table 10. Homogeneity Test

Variable	Sig.
Healthy Lifestyle	,561
Healthy Food	,756

Based on the table above, it is known that the significance value in the healthylifestyle variable is 0.5361; this means that the data is homogeneous because it is >0.05, and the significance value in the Healthy Food variable is 0.756; the data is homogeneous because it is >0.05.

Table 11. Independent T-Test Results

		Mean	Sig. (2-tailed)	Difference
Healthy Lifestyle	Millennial	28,19	0,003	Different
	Generation Z	32,26		
Healthy FoodConsumption	Millennial	52,56	0,012	Different
	Generation Z	49,51		

Based on the table above, it can be seen that:
1. In the healthy lifestyle variable, the highest average value is in Generation Z, and in thevariable of healthy food consumption, the highest average value is in the millennialgeneration.
2. The value of Sig. (2-tailed) in healthy lifestyle variables are 0.003 < 0.05, meaning that H1 is accepted, so there are differences in healthy lifestyles in millennials and Generation Z.

3. The value of Sig. (2-tailed) the variable consumption of healthy food is 0.021 < 0.05, meaning that H2 is accepted, so there are differences in healthy food consumption in millennials and generation Z.

CONCLUSION

Based on the research results and discussion in the previous chapter regarding differences in healthy lifestyles and healthy food consumption in millennials and generation Z in Jakarta, this study concludes that there are differences in healthy lifestyles between millennials and generation Z in Jakarta. There are differences in healthy food consumption in millennials and generation Z in Jakarta.

ADVICE

Based on the above conclusions, the following suggestions can be given:
1. By seeing how a healthy lifestyle and consumption of healthy food in the millennial generation and generation Z in Jakarta, business people who are struggling in the field of food and beverage do not need to be afraid and hesitate to introduce healthy food to the community, especially millennials and generation Z. Healthy food can be made with good taste, such as wrapping salad, mixing salad with a variety of dressings and healthy desserts, and having affordable prices and attractive product packaging so that millennials and generation Z are more interested in eating healthy foods.
2. This study is expected to be a reference for future researchers who will discuss healthy lifestyles and healthy food consumption and can conduct research in other cities besides millennials and Generation Z.

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