



The Influence of Attitudes of The Millennial Generation and Brand Awareness on Interest in Buying FastFood at Gozila Corndog on Students of The Faculty of Economics, Sumatera Barat University

Novi Hendri¹, Ria Afrianti², Safardi³, Syofria Meidona⁴, Elsa Fitri Amran⁵

¹²³⁴ Faculty Of Economics, Sumatera Barat University

⁵ Faculty of Islamic Economic and Business, Mahmud Yunus States Islamic University

Corresponding Author: Name, Elsa Fitri Amran

E-mail; elsafitriamran@uinmybatusangkar.ac.id

Article Information:

Received July 10, 2024

Revised July 20, 20224

Accepted July 31, 2024

ABSTRACT

This research aims to determine the influence of Millennial Generation Attitudes and Brand Awareness on Interest in Buying Fast Food at Gozila Corndog among Students at the Faculty of Economics, Sumatera Barat University. The population in this study were students at the Sumatera Barat University in Pariaman City. The sample in this research was 87 students from the Faculty of Economics, Sumatera Barat University who were active in 2022-2023. The data collection technique in this research uses a questionnaire with a quantitative approach. The data analysis technique used is multiple linear regression analysis and coefficient of determination. Data processing in this study used IBM SPSS Statistics 25. The results showed that partially the attitude of the millennial generation had a significant effect on buying interest, partially brand awareness has a significant effect on buying interest, and simultaneously (together) the attitude of the millennial generation and brand awareness have a significant effect on buying interest.

Keywords: Brand Awareness, Millennial Generation Attitudes, Purchase Intentions

Journal Homepage

<http://journal.denisysmartconsulting.co.id/index.php/rangkiang/>

This is an open access article under the CC BY SA license

<https://creativecommons.org/licenses/by-sa/4.0/>

How to cite:

Hendri, N., Afrianti, R., Safardi, Meidona, S., & Amran, E.S. (2024). The Influence Of Attitudes Of The Millennial Generation And Brand Awareness On Interest In Buying FastFood At Gozila Corndog On Students Of The Faculty Of Economics, Sumatera Barat University. *Rangkiang: Journal of Islamic Economics and Business*, 2(2). <https://doi.org/10.55849/rangkiang.v1i1.1>

Published by:

CV. Denisya Smart Consulting

INTRODUCTION

Indonesia has a variety of products on offer to meet economic needs. Various products are created and offered according to the needs of society in general, from primary needs to secondary needs. People create unique and attractive products to

compete with other products. These products are marketed in various ways in order to attract consumers to buy the products they offer (Nasfi et al., 2023). Based on the Hierarchy of Needs Theory put forward by Maslow, it states that basically there are various kinds of needs within a person which can be seen in stages (hierarchical). These various needs are grouped hierarchically into five forms of needs, namely physiological needs, security needs, social belonging, self-esteem needs, and self-actualization needs (Maslow. 2010).

According to Yamit (2013), purchase interest is a post-purchase evaluation or evaluation result after comparing what is felt with expectations. Consumer purchase interest arises due to a person's desire to own the product. People will tend to be interested in buying these products if the products offered match a person's interests (Sabri et al., 2023).

Marketing is part of company management and is also wrong a very important factor, because marketing will directly influence the smoothness and success of the company in achieving its goals. It is important for companies to know the right and appropriate marketing strategy for the products they will sell on the market. The right and appropriate marketing strategy will make the product easily accepted by potential consumers so that potential consumers buy the product to be sold. The food business is one of the businesses that is in great demand by the public, because apart from generating high income, food is also a source of basic needs for everyone (Ramadonna et al., 2019). Good relationships will be created if a culinary business is able to satisfy consumer needs, desires and tastes.

Sabri (2023) defines attitude as an expression of consumer feelings about an object, whether they like it or not, and attitude also describes consumer confidence in the various attributes and benefits of the object (Sabri et al., 2023). The attitude of the millennial generation is currently being targeted by business people to sell various ready-to-eat foods in line with the nature of this millennial generation which predominantly likes instant food. According to Choi et al (in Onibala, 2017) the millennial generation is more flexible towards new things and all the possibilities that might occur, so they are often described as a generation that is very comfortable with change. This technologically intelligent generation grew up in the information era and tends to use media as a daily basis. This is believed to be the largest group of people who use the internet as a shopping channel (Haekal & Widjajanta, 2016).

According to Cahyani (2016), brand awareness is the ability of a consumer to be able to recognize or recall a brand, so that consumers can associate it with a particular product category, because of this, a consumer can have brand awareness of a brand automatically. so that it is able to describe the elements of a brand without help. Based on the results of research conducted by Amran (2023), it was found that brand image influences loyalty.

Brand awareness is very important for a product because consumers tend to use known brands where consumers assume that the brand is safe for consumption. One of

them is that when buying food, they always look at the brand or brands that are currently in demand at that time.

Corndog food is a food made from skewered sausages coated with a thick layer of coarse corn flour and deep fried. This dish originates from the United States and is commonly found in American cuisine. This corndog food was created by Stanley S. Jenkins in 1927 from Buffalo, New York. Corndogs are a healthy snack which has around 225 calories (Riddle, 2023).

This Corndog business has been in Pariaman City since 2020, this food is very popular with today's young people (millennial generation) as a fastfood that can be eaten straight away while relaxing on the weekend after tiring work and school/college activities. The large number of consumers who upload or review this product on social media can attract students' buying interest in these corndogs.

Table 1. Sales of Gozila corndogs From January-December 2022

No	Month	Sales/Turnover (IDR)
1	January	12,636,000,-
2	February	11,232,000,-
3	March	12,168,000,-
4	April	7,436,000,-
5	May	18,720,000,-
6	June	13,520,000,-
7	July	12,506,000,-
8	August	13,520,000,-
9	September	10,816,000,-
10	October	11,583,000,-
11	November	10,920,000,-
12	December	12,285,000,-

Source : Gozila.corndog, 2022

Based on table 1, it can be seen that sales at Gozila corndog fluctuate from month to month. The smallest sales were in April 2022 due to the month. This is the fasting month, this month the shop is open later than usual months. Meanwhile, the biggest sales will be in May 2022 because this month is the Eid atmosphere, many consumers bring their families and those closest to them to shop at Gozila corndogs, of course this phenomenon will result in sales at Gozila corndogs increasing drastically this month.

Based on an initial survey of students from the Faculty of Economics, Sumatera Barat University, the fast food at Gozila corndog was well received by students (millennial generation), this was proven by the answers I received from 20 students from the Faculty of Economics, Sumatera Barat University, all of whom liked the food. ready to eat at Gozila corndog. Of the 20 students I researched, students' knowledge of ready-to-eat food at Gozila Corndog, there were 12 students who knew about ready-to-eat food at Gozila Corndog through recommendations from friends, 6 students knew

about ready-to-eat food at Gozia Corndog from social media, and 2 students found out about the ready-to-eat food at Gozila corndog from an accidental trip due to its strategic location.

Judging from the buying interest of students at the Faculty of Economics, Sumatera Barat University, it is not too high, due to the large number of choices for other fast food and this cannot be separated from the attitudes of students (millennial generation) easily change according to the trends of their time. Interest in buying fast food at Gozila corndog is also influenced by the price of this product itself, which can be seen from the results of a survey conducted by 20 students, there were 3 students who said the price of ready-to-eat food at Gozila corndog was quite expensive for a student, as well as the lack of discounts/promos on Gozila corndogs, and 1 student who said that if ready-to-eat food is consumed continuously it is not good for our health.

RESEARCH METHODOLOGY

This type of research is quantitative research and the population is students from the Faculty of Economics, Sumatera Barat University who are active from 2022-2023. The sampling technique used the Slovin formula and obtained a sample of 87 respondents.

This analysis was carried out to examine whether there is a causal relationship between the two variables or to examine how much influence the attitudes of the millennial generation and brand awareness have on interest in buying fast food at Gozila corndog. The formula used is:

$$Y = a + b_1x_1 + b_2x_2 + e$$

Y = Dependent Variable (Purchasing Interest)

a = Constant

b₁,b₂ = Regression Coefficient for each independent variable

X₁ = Attitudes of the Millennial Generation

X₂ = Brand Awareness

e = Error

RESULT AND DISCUSSION

Table 2. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Information
	B	Std. Error	Beta			
1 (Constant)	9,800	3,989		2,456	0,016	
Attitudes of the Millennial	0,568	0,080	0,564	7,099	0,000	Signifikan
Brand Awareness	0,285	0,066	0,342	4,308	0,000	Signifikan

Source: Data processed by SPSS 25, 2023

Based on table 2 above, it can be seen that the regression equation formed is:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 9,800 + 0,568X_1 + 0,285X_2 + e$$

From the results of multiple linear analysis tests, It can be seen that the constant is 9,800 shows the influence of the independent variables, namely Millennial Generation Attitude (X1) and Brand Awareness (X2) on Purchase Interest (Y) of 9,800 so it can be concluded that with The attitude of the Millennial Generation (X1) and Brand Awareness (X2) means the possibility of Purchase Interest (Y) will increase by 9,800.

The coefficient value of the millennial generation's attitude is 0,568 with a significance level of $0,000 < 0,05$, indicating that the millennial generation's attitude variable has a significant influence on buying interest, which means that if the millennial generation's attitude increases by one unit assuming another variable (brand awareness), then buying interest will experience an increase of 0,568 (56,8%).

Brand awareness coefficient value amounting to 0,285 with a significant level $0,000 < 0,05$ indicates that the brand awareness variable has a significant influence on purchasing interest, which means that if brand awareness increases by one unit assuming other variables (Attitudes of the millennial generation) then purchasing interest will increase by 0,285 (28,5%) .

Test results of the t test on The millennial generation attitude variable shows that the millennial generation's attitude has a significant effect on interest in buying ready-to-eat food at Gozila Corndog among students at the Faculty of Economics, Sumatera Barat University. Proof that this variable has a significant influence is shown by the tcount value, namely $7.099 > t_{table} 1.663$ and the degree of significance is smaller than 0.05, namely 0,000.

Based on an initial survey conducted by the author by taking 20 students from the Faculty of Economics, Sumatera Barat University as initial respondents in this research using a question and answer system via Google form, the results showed that the 20 students liked the fast food at Gozila corndog, where the results This was obtained through the answers given by students, so it can be concluded that the ready-to-eat food at Gozila Corndog is well received by students.

This is in line with previous research conducted by Putri (2018), which stated that attitude partially has a positive and significant effect on online buying interest of millennial generation consumers. This is proven by the attitude probability value of $0.003 < 0.05$ of the significant value. Based on these findings, it can be said that positive or increasing consumer attitudes will influence the increase in online buying interest on the social networking site Instagram.

The results of the t test on the brand awareness variable showed that brand awareness had a significant effect on interest in buying fast food at Gozila corndog among students at the Faculty of Economics, Sumatera Barat University. Proof that this variable has a significant influence is shown by the t count value, namely $4.308 > t_{table} 1.663$ and the degree of significance is smaller than 0.05, namely 0,000.

Based on an initial survey that was conducted on 20 students using a question and answer system via Google Form, the answer was that 12 students knew about Gozila Corndog's ready-to-eat food through recommendations from friends, 6 students knew about the ready-to-eat food at Gozila Corndog through recommendations. on social media, and 2 people found out about this Gozila corndog fast food from an accidental trip, due to its strategic location and close to the crowds. This is in line with previous research conducted by Kamilia Indah (2018), which stated that brand awareness has a significant influence.

Table 3. Results of F test

F Count	F table	Sig
87,131	3,11	0,000

Source: Data processed by SPSS 25, 2023

The results of the f test obtained a f count value of $87,131 > f \text{ table } 3,11$ with a significant value of $0,000 < 0,05$. So, it can be concluded that the millennial generation attitude and brand awareness variables simultaneously (together) have an influence on buying interest, where the ability of the millennial generation's attitude and brand awareness in explaining buying interest among students at the Faculty of Economics, Sumatera Barat University is 66.7%. while the remaining 33.3% is explained by other than the variables studied.

This can also be seen from the response of students from the Faculty of Economics, University of West Sumatra, where students paid attention after seeing the ready-to-eat food available at Gozila corndog via social media (Instagram), with the many testimonials given by Gozila corndog consumers being able to attract interest in buying from Faculty students. West Sumatra University of Economics to try this food, and after seeing the packaging on the Gozila corndog, it was able to attract the attention of students Sumatera Barat University, so that it can generate buying interest in this food.

CONCLUSION

Based on the research results has been carried out, it can be concluded that the attitude of the millennial generation and brand awareness have a significant influence on students' buying interest, where the attitude of the millennial generation who like fast food is able to influence students' buying interest, this is in line with the nature of students who tend to like instant food and is accompanied by their behavior which is consumptive. This brand awareness itself is needed by the ready-to-eat food available in Gozila corndog, because the higher the brand awareness that Gozila corndog has, the Gozila corndog has reached a high level of awareness in the minds of students so that it can influence buying interest in Gozila corndog itself.

AUTHORS' CONTRIBUTION

Author: Conceptualization; Project administration; Validation; Writing - review and editing.

REFERENCES

- Agustini, Rizal Bakti & Anisa Olinfia. (2022). "Pengaruh Brand Ambassador, Iklan dan Brand Awareness Terhadap Minat Beli di Tokopedia (Studi Kasus Pada Mahasiswa STIE GICI Depok)." *Jurnal Kewarganegaraan*. 6(2), 2723-2328.
- Cahyani, G, Febby. (2016). Pengaruh kualitas produk, kualitas pelayanan dan harga terhadap kepuasan konsumen. *Jurnal Ilmu dan Riset Manajemen*. Vol. 5 No.3 Maret 2016
- Fauzan, Ahmad dan Abdul Rohman. (2019). "Pengaruh Harga dan Kualitas Produk Terhadap Minat Beli Sepeda Motor Kawasaki." *Jurnal Ekonomi, Bisnis, & Manajemen*, 9 (2). Hlm 104-113
- Amran, E. F., Putri, S. M., Rizal, R., Sari, C. I., Mirawati, M., & Nengsih, I. (2023). Pengaruh Kualitas Produk Dan Brand Image Terhadap Loyalitas Dengan Kepuasan Sebagai Variabel Moderating Pada Produk Telkomsel. *Jurnal Manajemen dan Profesional*, 4(2), 173-193.
- Indrawan, Yudhatama.P, Joy Elly Tulung, & Fitty Valdie Arie (2022) The Effectiveness Of Facebook Advertising On Consumer Purchase Intention On Millennial Generation In Manado, 10(3), 184-192
- Kang, I., Koo, J., Han, J. H., & Yoo, S. (2022). Millennial Consumers Perceptions on Luxury Goods: Capturing Antecedents for Brand Resonance in the Emerging Market Context. *Journal of International Consumer Marketing*, 34(2), 214-230. <https://doi.org/10.1080/08961530.2021.1944832>
- Kim, S. .,(2018). "The Effect of celebrity On Brand Awareness, Perceived Quality, Brand Image, Brand Loyalty, And Destination Attachment To a Literaray Festival." *Journal Of Destination Marketing & Management*. <http://doi.org/10.1016/j.jdmm.2018.03.006>
- Maslow, Abraham H. (2010). *Motivation and Personality*. Rajawali, Jakarta.
- Mulyanto, Joshua Jason. (2019) "Pengaruh Brand Awareness Dan Kualitas Produk Terhadap Minat Beli Pokpiah Surabaya Di Wilayah Surabaya Barat." *Jurnal Manajemen dan Start-Up Bisnis*, 4 (1). Hlm 1-7
- Nasfi, Aimon, H., & Ulfa Sentosa, S. (2023). Build the village economy: A systematic review on academic publication of Indonesian village-owned. *Cogent Social Sciences*, 9(2), 1–26. <https://doi.org/10.1080/23311886.2023.2252682>

- Ramadonna, Y., Nasfi, N., & Aziz, Z. (2019). The Effect Of Customer Relationship Management And Customer Value On Customer Satisfsaction Of Service And Its Impact on Customer Loyalty In PT. BPR Rangkiang Aur. *Jurnal Menara Ekonomi: Penelitian Dan Kajian Ilmiah Bidang Ekonomi*, 5(1). <https://doi.org/https://doi.org/10.31869/me.v5i1.1277>
- Riddle, Holly. (2023, 28 April). The Unexpectedly Mysterious Origins of The Corn Dog. Diakses Pada 28 Desember 2023, dari <https://www.thedailymeal.com/1271663/mysterious-origins-corn-dog/>
- Sabri, S., Puteri, H. E., & Nasfi, N. (2023). Food Composition and Halal Awareness Against Intention To Buy Fast Food With Halal Certificate As an Intervening Variable. *Jurnal Apresiasi Ekonomi*, 11(2), 247–258.
- Santoso, Devita Agustin, Rezi, Erdiansyah, & Muhammad Adi Pribadi (2018). “Pengaruh Brand Awareness dan Brand Image Terhadap Minat Beli Produk Kecantikan Innisfree.” 2 (2), 286-290. <https://doi.org/10.24912/pr.v2i2.3>
- Simamora Agnessyah Kardina, Adelina Lubis, Hery Syahril & Ihsan Effendi (2023). “Pengaruh Social Media Marketing dan Brand Awareness Terhadap Minat Beli Produk Skincare MS Glow pada Generasi Milenial di Lubuk Pakam.” *Jurnal Ilmiah Manajemen dan Bisnis*. 4(1). Hlm. 48-54
- Tan, Yingshi (2021). “The Effects Of ad Heuristic And Systematic Cues On Consumer Brand Awareness And Ourchase Intention : Investigating The Bias Effect Of Heuristic Information Processing.” *Journal Of Retailing and Consumer Services* 63, 102696.
- Wu, Haiyan. (2023) Affecting Factors Affecting Non-Residents' Attitude towards Online Purchase Intention in Taiyuan China. *Scholar: Human Sciences*, 15(1), 162-170

Copyright Holder :

© Novi Hendri. (2024).

First Publication Right :

© Rangkiang: Journal of Islamic Economics and Business

This article is under:

