THE IMPACT OF PERCEIVED VALUE OF JAMU TOWARDS THE MILLENNIAL PURCHASE DECISION: THE CASE STUDY OF GENERATION Z

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

THE IMPACT OF PERCEIVED VALUE OF JAMU TOWARDS THE MILLENNIAL LIFESTYLE: THE CASE STUDY OF GENERATION Z

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The aim of this research is to identify the impact of perceived value of *Jamu* towards the millennial purchase decision in the case study of generation Z. The indicators use for perceived value are awareness, perception, and family environment. As for purchase decision, the indicator used are consumer behavior and purchase motivation. The data were collected from 125 who have previously consumed *Jamu*. Simple linear regressions and descriptive data analysis were used to examine the data collected. The findings indicate that perceived value of *Jamu* significantly impacts the millennial generation and with descriptive data analysis each indicator were examined. Among all indictors of perceived value, perceptions have the highest impact towards the millennial purchase decision.

Keywords: Perceived Value of Jamu, Awareness, Perception, Family Environment, Consumer Behavior, Purchase Decision, Purchase Motivation.

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DEDICATION

I dedicated this work to myself and my family.

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